



DSBA

# Dayananda Sagar Business Academy (DSBA)

Opp: Art of Living International Centre, Kanakapura Main Road, Udayapura, Bangalore 560082.

Affiliated to Bangalore University & Approved by A.I.C.T.E., New Delhi

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# PRATIBIMB



Education Driven By Thinking & Imagination



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*Mr. Nishan Hemachandra Sagar*  
Joint Secretary, DSI





## FROM PRINCIPAL'S DESK

*Dear Students, Faculty, and Members of the College Community,*

*It gives me great pleasure to extend warm greetings to you all as we present this edition of our quarterly newsletter. These pages are a testament to the vibrant energy, dedication, and accomplishments of our students, faculty, and staff.*

*The past few months have been marked by incredible milestones from academic achievements, sports, various club events and cultural celebrations to innovative research and inspiring community outreach programs. Each story featured here highlights the spirit of excellence and collaboration that defines our institution.*

*As we continue to grow together, I encourage everyone to embrace new challenges, pursue knowledge with passion, and uphold the values that make our college a hub of learning and innovation. Let us strive for even greater heights in the months ahead.*

*I thank the editorial team for their hard work in curating this newsletter and for providing a platform to showcase the talent and efforts of our college community.*

*Happy reading, and let's continue to make our college a place of inspiration and success!*

*Dr. Nikitha Sreekantha* MBA., M.Phil., PhD  
*Principal*

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## *HOD'S*



*Dr. Meera K,L*  
*HOD, B.Com*



*Prof. Sanjeev .C*  
*HOD, BBA*



*Prof. Vasudeva Rao*  
*HOD, BCA*

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## Founders Day -2024

DSI celebrated the birthday of founder, *Late Shri. R. Dayananda Sagar* as Founders' Day on July 24th, 2024. The event was graced by dignitaries from the Dayananda Sagar Institutions (DSI), including *Dr. D. Hemachandra Sagar*, Chairman, DSI, *Dr. D. Prema Chandra Sagar*, Vice Chairman, DSI, *Sri. Galiswamy*, Secretary DSI, *Ms. Tintisha H Sagar* Joint Secretary, *Ms. Natasha H Sagar* Joint Secretary, *Mr. Rohan Prem Sagar* Joint Secretary and *Mr. Nishan H Sagar* Joint Secretary

The Founders' Day celebration was marked by a ceremonial tribute to *Late R. Dayananda Sagar*, honouring his legacy and contributions to education, inspirational speeches by dignitaries highlighting the importance of education and institutional values, and a cultural program presented by faculties showcasing their talents and creativity.

Founders' Day is a special occasion for DSI to remember and honour the vision and legacy of founder, *Late R. Dayananda Sagar*. Participating in the Founders' Day celebrations was a meaningful experience. It is a reminder of the importance of institution's values and legacy that DSI impart to mould the careers of students.

## Kargil Diwas

DSBA commemorated Kargil Diwas on July 27th, 2024, to honour the bravery and sacrifice of Indian soldiers who fought valiantly to defend the nation's sovereignty during the Kargil War in 1999. The event was graced by Capt. *Naveen Nagappa*, a Kargil War Veteran, who shared his inspiring experiences.

The college community came together to pay tribute to the martyrs and their families by lighting the candles followed by patriotic speeches and presentations, a special screening of a documentary on the Kargil War, and a display of patriotic posters and banners created by students. Kargil Diwas is a reminder of the ultimate sacrifice made by our brave soldiers to protect our nation's integrity. We salute their courage and patriotism, and reiterate our commitment to upholding the values of nationalism and service to the Nation.





## Induction Session

DSBA conducted a comprehensive 3-day induction program for its fresh students, focusing on soft skills and personality development. The program, held from July 6th–8th 2024, aimed to equip students with essential life skills, enhance their personality, and foster a positive college experience.

### Day-1:- Team-Building and Personality Development

**Resource Person :- Ms. Praveena, Head of the Training Division at CIL,**

The program commenced with a team-building session, where students participated in interactive games and activities designed to promote bonding and teamwork. This was followed by a session on effective communication, emphasizing the importance of verbal and non-verbal cues. Session also focused on personality development, self-awareness, emotional intelligence, and conflict resolution. Students participated in a goal-setting exercise, where they identified their academic and personal objectives. The day of the program centered around soft skills, including time management and leadership qualities. Students ended with career development, and opportunities interactive activity.

### Day-2: Head Start Mastering the essentials for Career Success

The program, was led by **Ms. Rani Srinivasan**, Managing Director of Sri Enterprises who shared valuable insights and expertise with the students. The program aimed at equipping students with essential skills, knowledge, and attitudes necessary for achieving success in their academic and professional pursuits. She spoke on effective communication, leadership, career guidance and counselling. It was incredibly informative and engaging.

## Inauguration Ceremony for Under Graduate Programs

DSBA warmly welcomed its new batch of students with a grand inauguration ceremony, held on 12.08.2024. The event marked the beginning of an exciting academic journey for the freshers. The ceremony was graced by **Ms. Sandhya Vasudevan** Independent Director, Strategic Advisor and Start up Supporter Former Managing Director -Deutsche Bank and Thomson Reuters Board Member and Distinguished Professor ASIA.

**Dr. Nikitha Sreekantha** - Principal extended a warm welcome to the fresh students and their parents. She emphasized the importance of discipline, hard work, and extracurricular activities in achieving academic excellence. Followed by Ms. Sandhya Vasudevan - Chief Guest She inspired the students by focusing on how to be curious, innovative, and adaptable in today's fast-changing world. Student got an opportunity to listen to valuable thoughts of **Sri. Galiswamy** Secretary DSI.

The Inauguration ceremony also included the felicitation of meritorious students who excelled in their academic endeavors. Prizes and certificates were distributed to the winners. The program included music and dance performances





## Navigating The Future-Embracing Artificial Intelligence ,Sustainability, Mental Well Being in Digital World



### Resource Person: - Dr.Subhashini -SerialEnterprises

DSBA organized a thought-provoking session on "Navigating the Future: Embracing Artificial Intelligence, Sustainability, and Mental Well-being in the Digital World" for its students. The session, held on August 13th 2024 was led by esteemed guest speaker, Dr. Subhashini. The session aimed at equip students with the knowledge and skills necessary to thrive in an increasingly complex and interconnected world.

### Session Highlights

- \* Expert insights into the impact of Artificial Intelligence on various industries
  - \* Discussion on sustainable practices and strategies for reducing carbon footprint
  - \* Interactive session on maintaining mental well-being in the digital age
  - \* Q&A session and networking opportunity
- Dr. Subhashini's insights into Artificial Intelligence and sustainability was particularly valuable.

## A session on Your Duty at Present

### Resource Person: - Ms. Sushma Lingraj

Motivational Speaker ,Trainer ,Career Counsellor, Life Coach and Consultant for Soft Skills. DSBA organized a thought-provoking program on "Your Duty at Present". The program, held on 13th August 2024, aimed to inspire and motivate students to take responsibility for their actions and become active contributors to society . The speaker, *Ms.Sushma Lingaraj* made it remarkable for the students.

### Session Highlights

- Discussion on civic duty, social responsibility, and professional ethics .
- The role of individuals in shaping the future .
- Personal anecdotes and real-life examples of making a positive impact .

### Key Take aways

- Understanding of the importance of civic duty and social responsibility .
  - Inspiration to take action and make a positive impact .
  - Awareness of the role of individuals in shaping the future .
- The program was incredibly inspiring .





## Orientation Program on Professional Courses CA/CS/CMA

DSBA organized an informative orientation program for first-year B.Com and BBA students on professional courses in Chartered Accountant (CA), Company Secretary (CS), and Certified Management Accountant (CMA).

The program was conducted by **Mr. Vamshi**, a renowned expert in the field. The program featured a comprehensive overview of CA, CS, and CMA courses, providing insights into career opportunities and growth prospects. The session offered expert guidance on the admission process, exam patterns, and preparation strategies, and concluded with an interactive Q & A session.

The program enabled students to gain a deeper understanding of the scope and relevance of CA, CS, and CMA courses, as well as awareness of the career opportunities and growth prospects available.



## Orientation of Clubs

DSBA organized an orientation program for the student's clubs, marking the beginning of a new academic year. The program aimed to introduce students to the various clubs, their objectives, and activities. It introduced students to eight vibrant clubs, namely the Human Resource Club, Finance Club, Marketing Club, Media Club, Information Club, Entrepreneurship Club, Literary Club & Sports Club.

The program highlighted each club's mission, vision, and objectives, and provided an overview of planned activities, events, and workshops. Students interacted with club members and faculty advisors, and explored opportunities to join clubs that aligned with their interests.

The objective of the program is to enable students to gain the insight into the various clubs and their activities, while discovering opportunities for networking, skill-building, and personal growth. The program encourages students to participate in extra curricular activities and develop new interests. We are proud to offer a range of clubs that cater to diverse interests.

## Session on Personal Branding

**Resource Person:- Mr. Tony Francis Founder Play**

The session on Personal Branding was organized by DSBA focusing on equipping the students with the skills to showcase strong online presence and effectively marketing themselves as a potential employers. The session provided expert insights on the importance of personal branding in the digital era.



Additionally, it offered valuable tips on crafting a compelling personal brand statement, guidance on creating a professional online presence, including LinkedIn profiles and personal websites. Furthermore, interactive exercises were conducted to help students identify their strengths and values.

Moreover, students gained valuable insights into the importance of authenticity and consistency in personal branding.





## Session on Artificial Intelligence For Business

**Resource Person:** - Mr. Vijay Artificial Expert NICT

A session on AI for Business was organized providing students with valuable insights into the applications and implications of Artificial Intelligence in the business world.

The session covered key topics such as the basics of AI, machine learning, and deep learning and applications in business applications in business, including data analysis, predictive modeling, and automation. Mr. Vijay shared real-world examples and case studies, highlighting the benefits and challenges of implementing AI in business.

Through this session, students gained a deeper understanding of the role of AI in business and its potential to drive innovation and growth. They also acquired knowledge of the tools and techniques used in AI and machine learning, as well as the skills required to work with AI in a business context.

## A Session on Career Opportunities in Accountancy and Taxation

**Resource Person:** - Ms. Sowjanya GK- Founder and CEO SGK Skill Solutions, Specifically designed session for final year B.Com and BBA students on Career Opportunities in Accountancy and Taxation was organized by DSBA . The session particularly crafted to provide valuable insights into the various career paths available in the field of accountancy and taxation.

Ms. Sowjanya GK industry expert shared her experiences and knowledge on the various career opportunities available in accountancy and taxation.

**Topics covered included:**

- \* Key skills and qualifications required for a successful career in accountancy and taxation
- \* Industry trends and future prospects in the field

Through this session, students gained a comprehensive understanding of the various career opportunities available in accountancy and taxation. They also acquired knowledge of the key skills and qualifications required for a successful career in the field



GPS Map Camera

Bengaluru, Karnataka, India  
Udayapura, Kanakapura Rd, Bengaluru

GPS Map



## 78th Independence Day Celebration

DSBA celebrated the 78th Independence Day with great fervor, marked by a grand NCC Parade. The event was attended by the Principal - Dr. Nikitha Sreekantha, Vice Principal - Dr. Nandini faculty members, and students.

The NCC Parade was a highlight of the event, with cadets from the NCC unit showcasing their discipline and patriotism. The Principal and Vice Principal took the salute, and the students enthusiastically cheered on their peers as they marched past.

The celebration also included the hoisting of the national flag, followed by the singing of the national anthem. The Principal and Vice Principal addressed the gathering, emphasizing the importance of independence and the role that each citizen plays in building a stronger nation. The event concluded with a sense of national pride and unity, with students and faculty members alike feeling inspired to contribute to the nation's growth and development.

## Session on Career Opportunities in the field of Computer Applications, Commerce and Management

**Resource Person:- Prof. Vallabh Mahale- Principal Jyothi Evening College**

A session on Career Opportunities in the fields of Computer Applications, Commerce, and Management was conducted for students by DSBA. The session aimed to provide students with valuable insights into the various career paths available in these fields and to guide them for career opportunities.

### Career Opportunities in Computer Applications

- \* Software development,
- \* Data science and analytics, and cybersecurity.
- \* Creating innovative software solutions,
- \* Analyzing data to inform business decisions,
- \* Protecting computer systems from cyber threats.

### Career Opportunities in Commerce and Management

- \* Analyzing Business Operations
- \* Managing Financial Resources
- \* Developing Marketing Strategies to promote product and services.
- \* Developing strategic plans to achieve business goal
- \* Recruiting and developing employees
- \* Overseeing Business operations





## A session on key take aways from Orientation and Bridge Programmes, presented By Students

As part of our ongoing efforts to support student success, a session was recently held to reflect on the key takeaways from our Orientation and Bridge Programmes. What made this session unique was that it was presented by our students themselves, who shared their personal experiences and insights gained from the programmes.

The session provided a platform for students to articulate their thoughts on the following key takeaways:

*\*Importance of Time Management:* Students emphasized the need to prioritize tasks, create schedules, and avoid procrastination to achieve academic success.

*\*Effective Communication:* Students highlighted the significance of developing strong communication skills, including verbal and written communication, active listening, and conflict resolution.

*\*Goal Setting and Planning:* Students shared their experiences of setting SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals and creating action plans to achieve them.

*\*Building Relationships and Networks:* Students stressed the importance of building relationships with peers, mentors, and faculty members to create a supportive network that fosters academic and personal growth.

*\*Embracing Challenges and Feedback:* Students reflected on the value of embracing challenges, seeking feedback, and using it as an opportunity to learn and grow.

The session was a huge success, with students actively engaging with their peers and sharing their thoughts and experiences. It was a testament to the impact of our Orientation and Bridge Programmes in shaping the minds and attitudes of our students. We are proud of our students for taking the initiative to share their insights and experiences.



Bengaluru, Karnataka, India

Bengaluru, Karnataka, India  
Udayapura, Kanakapura Rd, Bengaluru.



## Orientation on Elective Courses

A comprehensive orientation session on elective courses was conducted for final year B.Com and BBA students at DSBA. The session was expertly delivered by:

- Dr. Nikitha Sreekantha Principal
- Mr. Sanjeev.C Head of Department (HOD)
- Mrs. Renuka, Faculty Member
- Mrs. Rajani, Faculty Member



The session aimed to provide students with a thorough understanding of the elective courses offered in their final year, enabling them to make informed decisions about their academic path.

### Session Highlights

- \* Overview of elective courses offered in final year B.Com and BBA programs
- \* Course objectives, outcomes, and syllabus
- \* Career prospects and industry relevance of each elective course
- \* Assessment and evaluation criteria
- \* Tips for selecting the right elective courses based on individual interests and career goals

## Alumni Round Table"-Employability Skills and Career Opportunity

DSBA hosted an Alumni Round Table, bringing together a panel of distinguished alumni to share their insights and experiences on employability skills and career opportunities. The discussion was moderated by Mr. Sareen Rajendra

### Panel Members

The esteemed panel consisted of:

- Mr. Sunil Kumar
- Mr. Prajwal
- Ms. Pratyusha
- Mr. Chandan Adhuri
- Mr. Shubham Vernekar

During the discussion, the panel members shared valuable insights on the following topics:

- The importance of developing soft skills, such as communication, teamwork, time management & to enhance employability.

- \* The need for students to be adaptable and open to learning new skills and technologies
- \* The significance of building a strong professional network and leveraging alumni connections
- \* The various career opportunities available in different industries and sectors
- \* The importance of staying updated with industry trends and developments

The Alumni Round Table was highly appreciated by the students, who found the discussion to be informative, engaging, and inspiring. Students appreciated the opportunity to interact with the alumni and gain valuable insights into the industry.





## A session on Forex Trading in India for Begginers

DSBA community recently witnessed an engaging session on Forex Trading in India for Beginners, exclusively designed for M.Com and B.Com students. The session was conducted by **Dr. Meera K L**, a renowned expert in the field of finance and commerce. **Dr. Meera K L** provided an overview of forex trading, covering topics such as:

- \* Introduction to forex trading and its significance in the global economy
- \* Basics of forex trading, including currency pairs, exchange rates, and trading platforms
- \* Forex market structure and participants
- \* Trading strategies and risk management techniques for beginners
- \* Regulatory framework and laws governing forex trading in India.

We look forward to organise more such sessions to empower our students with financial knowledge and skills



## Session on Women Self Defence and Safety

**Resource Person :- Nanda Kumar- Yoga Wellness Instructor**, Voluntary Certification of Yoga Professionals ,Ministry of AYUSH, Government of India. **Shri Anil. N -wellness Instructor** . A self-defence training session was conducted for girls in DSBA with the aim of empowering students with confidence and safety.

The session was a huge success, with enthusiastic participation from the students. It covered various aspects of self- defence-

- \* Basic self-defence techniques, such as punches, kicks, and blocks
- \* Strategies for avoiding and escaping potentially threatening situations
- \* Building confidence and assertiveness through verbal and non-verbal communication
- \* Understanding personal boundaries and learning to say "no"

The session was conducted by a certified self-defence instructor, who provided expert guidance and support to the students. The students who attended the session were extremely positive about the experience





## Yoga Training and Practice

**Resource Person :- Nanda Kumar**- Yoga Wellness Instructor, Voluntary Certification of Yoga Professionals ,Ministry of AYUSH ,Government of India. Shri Anil. N -wellness Instructor.

In an effort to promote physical, mental, and emotional well-being among the students, DSBA organized a yoga training and practice session. The session was conducted by Mr. Nanda Kumar, a certified yoga expert with extensive experience in teaching yoga to students. The yoga training and practice session covered various aspects of yoga such as

- \* Basic yoga postures (asanas) and breathing techniques (pranayama)
- \* Yoga philosophy and its application in daily life
- \* Stress management and relaxation techniques
- \* Importance of yoga for physical and mental health

## A session on Statutory Laws and Adherence

**Resource Person:- Mr. Venkatesh**-Inspector – Kaggalipura

An awareness session on traffic rules, drug abuse, and anti-ragging was organized for the student. Mr. Venkatesh shared valuable insights and information on these critical issues. The session covered the following topics:

- \* Traffic rules and regulations, including road safety and responsible driving practices
- \* The dangers of drug abuse, including the physical, mental, and social consequences of substance abuse
- \* Anti-ragging laws and policies, including the importance of maintaining a ragging-free campus environment

"Students are the future of our country, and it is essential that they are aware of the laws and regulations that govern our society," said Police Inspector **Mr. Venkatesh**. Students found the session to be informative, engaging, and thought-provoking.



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## Orientation On NSS

DSBA organized an orientation session on the National Service Scheme (NSS) for first-year BBA, B.Com, and BCA students. The session was delivered by **Prof. Rajani**, NSS Coordinator, providing comprehensive overview of the NSS program and its

### *The highlights*

- \* Introduction to the National Service Scheme (NSS) and its history
- \* Objectives and benefits of participating in the NSS program
- \* Types of NSS activities, including community service, blood donation, and environmental conservation
- \* Roles and responsibilities of NSS volunteers
- \* Opportunities for personality development and skill-building through NSS.



## Orientation on NCC

The orientation session on the National Cadet Corps (NCC) was delivered by **Prof. Manoj Kumar**, NCC Coordinator, who provided a comprehensive overview of the NCC program and its objectives.

During the session, Prof. Manoj Kumar covered the following topics:

- \* Introduction to NCC and its history
- \* Objectives and benefits of participating in NCC
- \* Types of NCC activities, including military training, community service, and adventure activities
- \* Roles and responsibilities of NCC cadets\* Opportunities for personality development, leadership skills, and career advancement through NCC.

"The NCC program is an excellent way for our students to develop their leadership skills, discipline, and sense of patriotism.

## Student led activity by Design Talent By Technomatic- IT Club

DSBA witnessed a creative and innovative student-led activity, "Design Talent", organized by Technomatic, the IT Club. The event was managed by **Prof. Vasudevarao**, Faculty Coordinator of the IT Club, and executed by the students. Design Talent" was a platform for students to showcase their design skills and creativity. The activity consisted of a series of design challenges and competitions, where students were required to design and develop innovative solutions using various design tools and software.

The primary objectives of the activity were to provide students with a platform to showcase their design skills, foster creativity and innovation, and develop problem-solving and critical thinking skills. The event received overwhelmingly positive feedback,







## Happiness Project on Student Empowerment

**Resource Person:- Ms. Ashreen F- Psychologists  
Ms. Anjali. – Psychologists**

DSBA organized a workshop on empowering students to build safer and respectful communities. The workshop was conducted by Ms. Ashreen and Ms. Anjali licensed psychologists with expertise in student counseling and community building. The workshop focused on the following key areas:

- \* Understanding the importance of creating a safe and respectful community
- \* Identifying and challenging negative behaviors and attitudes
- \* "Education is not the filling of a pail, but the lighting of a fire."
- \* Developing empathy towards others
- \* Building healthy relationships and communication skills
- \* Strategies for preventing and responding to bullying and harassment.

The workshop was highly interactive, with **Ms. Ashreen and Ms. Anjali** using a range of engaging activities, discussions, and role-plays to convey their message. Students were encouraged to share their thoughts, feelings, and experiences, creating a safe and supportive environment for all participants. The students who attended the workshop were overwhelmingly positive about the experience.

## Session on Personality Development- Holistic Uplift by Disha Bharath

DSBA organized a session on Career Progression and Personality Development, titled "Holistic Lift," conducted by Disha Bharath. The session focused on the following key areas:-

- \* Understanding the importance of personality development in career progression
- \* Identifying and overcoming personal barriers to success
- \* Developing a growth mindset and embracing lifelong learning
- \* Building effective communication and interpersonal skills
- \* Strategies for achieving a holistic balance in life

Disha Bharath's engaging and interactive approach made the session a huge success. Students were inspired by its personal anecdotes and motivated to take action towards their own personal and professional growth.







## Workshop on Research Methodology and Statistical Tools -SPSS/Research Project / Dissertation

*Resource Person:- Dr. Sajjad Ahmad  
Associate Professor-TO CBM*

DSBA organized a comprehensive workshop on Research Methodology and Statistical Tools, specifically focusing on SPSS, Research Projects, and Dissertations, for M.Com, B.Com, and BBA students. The workshop was delivered by Dr. Sajjad Ahmad, a renowned expert in research methodology and statistical analysis.

The workshop covered a comprehensive range of topics, encompassing research methodology and design, data collection and analysis techniques, introduction to SPSS and its applications, research project and dissertation writing guidelines, and statistical tools and techniques for data analysis.

Dr. Sajjad Ahmad shared his expertise and provided valuable insights. He emphasized the importance of rigorous research and accurate data analysis in producing high-quality research projects and dissertations. The workshop was extremely helpful for students in understanding research methodology and statistical tools.

## 5 - Day Faculty Development Program on Innovative Approaches to Technology-Driven Quality Enhancement

DSBA organized a 5-day Faculty Development Program (FDP) on Innovative Approaches to Technology-Driven Quality Enhancement. The program aimed to equip faculty members with the latest trends, tools, and techniques in technology-driven education, enabling them to enhance the quality of teaching and learning. The FDP was inaugurated with a welcome speech by Prof. Ramya, who emphasized the importance of innovative approaches in education. Dr. Nikitha Sreekantha - Principal presented a token of appreciation to the resource persons.

### Day 1: Setting the Stage for Innovation

The program commenced with a session delivered by Ms. Pooja Vasudevan, who set the tone for the FDP by introducing the concept of technology-driven quality enhancement. She emphasized the importance of innovative approaches in education and provided an overview of the program's objectives followed by vote of thanks by Prof. Rajani

### Day 2: Leveraging Technology for Effective Teaching

On the second day, Dr. Suma Singh took the stage, sharing her expertise on Leveraging Technology for Effective teaching. She discussed various digital tools and platforms that can be used to enhance student engagement and to improve learning outcomes. Prof. Sudeep thanked her for her valuable insights





### Day 3: Innovative Pedagogies for the Digital Age

**Ms. Pooja Vasudevan** returned on the third day to deliver a session on innovative pedagogies for the digital age. She explored various teaching methods and strategies that can be used to promote active learning, critical thinking, and problem-solving in the digital classroom.. The session ended with an overview by Prof. Sulkashana

### Day 4: Data-Driven Decision Making in Education

On the fourth day, **Dr. Sumitra Devi** delivered a session on data-driven decision making in education. She discussed the importance of using data analytics to inform teaching practices improve student outcomes, and enhance institutional effectiveness, followed by Vote of Thanks Prof. Manoj

### Day 5: Emerging Trends in Educational Technology

The final day of the FDP saw **Mr. Suman Nandy** delivering a session on emerging trends in educational technology. He explored the latest advancements in ed-tech, including artificial intelligence, blockchain, and the Internet of Things (IoT), and discussed their potential applications in education. The FDP received overwhelmingly positive feedback from the participants, who appreciated the comprehensive coverage of topics, the expertise of the Education is not the filling of a pail, but the lighting of a fire." resource persons, and the opportunities for interaction and networking. The session concluded with the Vote of Thanks and appreciation by Prof. Ramya

## Alumni Corporate Gathering and Panel Discussion on Evolving Corporate Ecosystem Challenges and Opportunities

DSBA organized an Alumni Corporate Gathering and Panel Discussion on the theme "Evolving Corporate Ecosystem: Challenges and Opportunities." The event brought together distinguished alumni, industry experts, and students to share insights and experiences on navigating the changing corporate landscape. *The panel discussion featured a diverse group of experts, including:*

- \* Mr. Jitu Moni Das, who shared his expertise on leadership and management in the corporate world
- \* Ms. Lavanya Krishna, who discussed the importance of innovation and entrepreneurship in driving business growth
- \* Mr. Aditya Raghuraman, who provided insights on the impact of technology on the corporate ecosystem
- \* Ms. Devishree MK, who shared her experiences on navigating the challenges of the corporate world as a woman leader
- \* Ms. Shaistha Fathima, who discussed the importance of adaptability and resilience in the face of changing market conditions.

*The takeaways from the discussions.* \*The need to be adaptable and agile in a rapidly changing corporate environment

\*The importance of developing a growth mindset and embracing lifelong learning.

\*The role of innovation and entrepreneurship in driving economic growth and development.

\* The significance of building strong professional networks and relationships. The event received overwhelmingly positive feedback from the students





## MOU with Estores

DSBA is pleased to announce the signing of a Memorandum of Understanding (MOU) with eStores, a leading e-commerce platform. The MOU was signed by Dr. Nikitha Sreekantha - Principal marking a significant milestone in the college's efforts to foster industry-academia collaboration. The MOU aims at internship and job placement opportunities, joint research and development projects, faculty development programs, curriculum development, and entrepreneurship and innovation initiatives



## MOU with Harvard Business Publishing Education (HBPE)

DSBA has signed a Memorandum of Understanding (MoU) with Harvard Business Publishing Education (HBPE), a renowned global leader in business education.

This strategic partnership aims to enhance our institution's business education offerings, providing our students and faculty with access to HBPE's world-class resources, including:

- Harvard Business Review (HBR) articles and case studies
- HBPE's online learning platforms and simulations
- Customized business education solutions.

This collaboration will enable our institution to strengthen its business curriculum with cutting-edge content, enhance student learning outcomes through interactive and immersive experiences, and foster faculty development and research opportunities. We are excited about the prospects of this partnership and look forward to working closely with HBPE to achieve our shared goals.



## MOU with Disha Bharath

DSBA has signed a Memorandum of Understanding (MoU) with Disha Bharat, a renowned organization dedicated to empowering students and shaping their futures. This strategic partnership aims to provide our students with access to Disha Bharat's expertise, resources, and networks, enabling them to:

- Enhance their skills and knowledge
- Develop their personalities and character
- Pursue their passions and interests
- Contribute to the community and society



Through this collaboration, our DSBA and Disha Bharat will work together to design and deliver programs, workshops, and initiatives that promote student empowerment, leadership development, and social responsibility.

We are excited about the prospects of this partnership and look forward to working closely with Disha Bharat to create a positive impact on our students and the community



## MOU with Naisargika Vana

DSBA has signed a Memorandum of Understanding (MoU) with Naisargika Vana, a renowned organization dedicated to promoting environmental awareness, conservation, and sustainability. This strategic partnership aims to promote ecological balance, conservation, and sustainable practices among our students, faculty, and staff. Through this collaboration, we will work together to:

- Develop and implement environmental education programs
- Conduct workshops, seminars, and awareness campaigns on environmental issues
- Promote sustainable practices and reduce our carbon footprint
- Support conservation efforts and community development projects

We are excited about the prospects of this partnership and look forward to working closely with Naisargika Vana to create a positive impact on our environment and community.



## MOU With Printson Smart Engineers

DSBA has signed a Memorandum of Understanding (MoU) with Printson Smart Engineers, a leading organization specializing in innovative engineering solutions. Through this collaboration, we will jointly develop and implement cutting-edge engineering programs and projects, conduct workshops and training sessions on emerging technologies, provide access to Printson Smart Engineers' expertise and resources, and foster a culture of innovation, entrepreneurship, and research in engineering.

We are excited about the prospects of this partnership and look forward to working closely with Printson Smart Engineers to create a vibrant ecosystem of innovation and skill development.



## MOU with ExcelR

ExcelR is a global leader delivering a wide gamut of management and technical training over 40 countries. They are a trusted training delivery partner of 400+ corporate clients and universities/educational institutions across the globe with 150,000+ professionals trained across various courses.

ExcelR helps individuals and organizations to excel by providing courses based on practical knowledge and theoretical concepts.

They offer the best value in training services combined with the support of creative minds to establish a solution that suits learning needs. They help in building careers and shaping up the future leaders.







## MOU with Ewol Now Private Limited

DSBA has signed a Memorandum of Understanding (MoU) with Ewol Now Private Limited, a leading provider of innovative digital solutions. This strategic partnership aims to leverage Ewol Now's expertise in digital transformation to enhance our institution's digital capabilities, improve operational efficiency, and provide our students with cutting-edge skills and knowledge. Through this collaboration, we will work together to:

- \* Develop and implement digital transformation initiatives
- \* Provide training and development programs for students and faculty
- \* Conduct workshops, seminars, and research projects on emerging technologies
- \* Foster innovation, entrepreneurship, and industry-academia collaboration

## Orientation on Global Immersion Program (GIP)

DSBA organized an orientation session for the Global Immersion Program, an initiative designed to provide our students with a unique opportunity to explore international cultures, economies, and societies.

The orientation session, attended by students, faculty members, and staff, aimed to familiarize participants with the program's objectives, structure, and expectations. The session also provided a platform for students to interact with program coordinators, ask questions, and gain valuable insights into the immersive experience that awaits them. Through the Global Immersion Program, our students will have the opportunity to explore new cultures and ways of life, develop valuable skills in global citizenship, leadership, and communication, build a network of international connections and friendships, and enhance their career prospects and global employability. DSBA is looking forward to witness students growth and development as global citizens.





## Inter -Class Sports Event

DSBA organized an Inter Class Sports Event for first-year students of B.Com, BBA, and BCA. The event was a huge success, with enthusiastic participation from students and meticulous planning by the Student Coordinators and Faculty Coordinators, **Prof. Prakasha and Prof. Manoj**.

The Inter Class Sports Event featured a range of exciting competitions, including cricket, basketball, volleyball, table tennis, and badminton, designed to promote teamwork, sportsmanship, and healthy competition among students. The winners and runners-up of each event were awarded prizes and certificates of appreciation. The overall championship trophy was awarded to Class for their outstanding performance in the events. platform for students to develop their teamwork and leadership skills, while also promoting physical fitness and well-being."



## Student led Activity by Vitthavichar- Finance Club

The Finance Club of DSBA recently conducted an exciting "Escape Room" activity for students, which was planned by Faculty Coordinator **Prof. Hemavathi**. The event aimed to challenge students' problem-solving skills, teamwork, and creativity in a fun and interactive way. Students were divided into teams and "trapped" in a themed room. They had to work together to solve a series of puzzles, clues, and challenges to escape the room within a set time limit. The activity promoted collaboration, critical thinking, and time management skills, while also fostering a spirit of healthy competition among teams. The event was highly appreciated platform for students to develop their teamwork and leadership skills, while also promoting physical fitness and well-being."



## Best Sales Pitch By Avishkaar -Marketing Club

The Marketing Club of DSBA under the guidance of Faculty Coordinator **Prof. Sudeep Shetty** recently organized a thrilling "Best Sales Pitch" competition, titled "Avishkaar". The event aimed to provide students with a platform to showcase their creativity, persuasive skills, and marketing acumen. The competition saw enthusiastic participation from the students presenting a sales pitch for a product or service of their choice. The participants were judged on their creativity, presentation skills, and

*Avishkaar emerge as an excellent platform for students to develop their persuasive skills, think creatively, and learn from each other's experiences."*





## Bizzgyaan Quiz 2024 by Suprayoga Club- Entrepreneurship Club

The Suprayoga Club, the Entrepreneurship Club of DSBA, recently organized the Bizzgyaan Quiz 2024, an exciting event aimed at testing students' knowledge and skills in entrepreneurship and business. The activity was planned by **Prof. Ramya Janardhan**, Faculty Coordinator of the Suprayoga Club. The Bizzgyaan Quiz 2024 saw enthusiastic participation from students, who were quizzed on various aspects of entrepreneurship, business, and management. The quiz consisted of multiple rounds, including a written test, group discussions, and a final presentation round.

The winners of the quiz were awarded prizes and certificates of appreciation. The event provided a platform for students to showcase their knowledge, skills, and creativity in entrepreneurship and business. "The Bizzgyaan Quiz 2024 turned out to be excellent initiative.

initiative.  
platform for students to develop their teamwork and leadership skills, while also promoting physical fitness and well-being."

## Student led Activity Together Triumph by Yugma HR Club

Prof. Arpitha, Faculty Coordinator of the HR Club along with student organized to together TRIMPH". It is a team- building exercise designed to foster collaboration, communication, and problem-solving skills among students by HR Club. The activity consisted of a series of challenges and games that required students to work together to achieve a common goal. The primary objectives of the "Together Triumph" activity is to encourage teamwork and collaboration, develop problem-solving and communication skills, foster camaraderie and shared responsibility, and provide a platform for students to showcase their leadership skills. The event received overwhelmingly positive feedback from the students, who appreciated the opportunity to participate in a fun and interactive team-building exercise.

## Student led Activity by Vayusha- Media Club

DSBA witnessed a dynamic and engaging student-led activity, "Media Matrix", organized by Vayusha, the Media Club. The event was meticulously planned by Student Coordinator Mr. Likith and Faculty Coordinator Prof. Deepika, and executed by the students. "Media Matrix" was a comprehensive media-related activity that aimed to provide students with a platform to showcase their creative skills, knowledge, and passion for media. The activity consisted of various events, including a photography contest, a short film-making competition, and a media quiz.





## Investiture Ceremony -2024 Nava Spandana -Freshers Day

DSBA organized a grand Investiture Ceremony 2024 and Nava Spandana - Freshers' Day celebration, marking the beginning of a new academic year. The event was meticulously planned by Faculty Coordinator **Prof. Vasu Dev**, **Prof. Renuka** and **Prof. Manoj Kumar** witnessed enthusiastic participation from students, faculty members, and dignitaries. The ceremony commenced with a welcome speech delivered by Prof. Renuka, setting the tone for the event. Dr. Nikitha Sreekantha (Principal) then presented badges to the newly elected student council members, marking the beginning of their leadership journey.

The Freshers' Day celebration, Nava Spandana, was a vibrant and entertaining program organized by the second-year students. The event featured a range of exciting performances, including dance and singing activities, which were thoroughly enjoyed by the first-year students. The highlight of the event was the announcement of Mr. and Ms. Fresher, which was judged by Prof. Sanjeev and Prof. Ramya. The winners were awarded prizes and recognition for their outstanding performances. The ceremony concluded with a vote of thanks delivered by Prof. Manoj, expressing gratitude to all the participants, organizers, and dignitaries who made the event a grand success.



## Session on Big Data Analytics

**Resource Person:- Dr. Yethiraj NG Associate Professor and PG Co-Ordinator**

DSBA organized a session on Big Data and Data Analytics for its students, to equip them with knowledge and insights into the rapidly evolving field.

The session provided an overview of Big Data and its applications in various industries. Dr. Yethiraj shared insights into the tools and techniques used in Data Analytics, including data visualization and machine learning. Students enjoyed hands-on experience with real-world case studies and interactive exercises. They also acquired knowledge of the tools and techniques used in the field, as well as the skills required to succeed in this rapidly evolving industry including data visualization and machine learning.





## Graduation Day -2024

DSBA celebrated a momentous occasion, the Graduation Day, marking the successful completion of academic programs by students of BCA, BBA, and B.Com. The ceremony was graced by College Chairman **Dr.D.HemachandraSagar**, Vice Chairman **Dr.D.PremachandraSagar**, Sri Galiswamy Secretary **Mr.RohanPremSagar** Joint Secretary **Dr. Nikitha Sreekantha**, who awarded graduation certificates to the proud graduates



The ceremony also witnessed special recognition for students who excelled academically. **Ms. Vybhavi Gowda**, who secured the first rank in Bangalore University, was awarded a gold coin for her outstanding achievement. Similarly, **Ms. Tejawini & Ms. Shreya** who also secured the first rank in Bangalore University, was awarded a silver coin for her exceptional performance. The Graduation Day ceremony was a memorable occasion, marked by the awarding of graduation certificates to BCA, BBA, and B.Com graduates, special recognition for academic excellence with gold and silver coins, inspiring speeches by College Chairman **Dr. D. Hemchandra Sagar**, Vice Chairman, **Dr. D. Prem Chandra Sagar** and Principal **Dr. Nikitha Sreekantha**, and emotional moments of nostalgia and celebration among graduates and their families. This achievement is a testament to their hard work, dedication, and perseverance.

## Parents Teachers Meeting

DSBA organized a Parent-Teacher Meeting (PTM) for B.Com, BBA, and BCA students on October 18th, 2024. The meeting provided a platform for parents, teachers, and students to come together and discuss the progress of the students. The primary objectives of the Parent-Teacher Meeting (PTM) were to provide parents with an update on their child's academic performance, discuss individual strengths and weaknesses, set goals and expectations for the upcoming academic year, and foster a collaborative relationship between parents, teachers, and students. The Parent-Teacher Meeting was well-attended by parents, who actively engaged with teachers in one-on-one interactions to discuss their child's academic performance, attendance, and extracurricular activities, set goals and expectations for the upcoming academic year, and receive progress reports.



## French Classess

In our efforts to enhance the employability and global competitiveness of our students, we are pleased to announce that French training classes are being conducted for final year B.Com, BCA, and BBA students.

These classes, led by experienced instructors, aim to equip our students with basic French language skills, cultural awareness, and communication techniques. By acquiring French language proficiency, our students will gain a competitive edge in the global job market, particularly in industries that operate internationally.

The French training program will cover a comprehensive range of topics, including basic French grammar and vocabulary, conversation and communication skills, cultural insights and business etiquette, as well as job-specific language skills and terminology.



## Mock Model United Nations Program

DSBA has initiated the Mock Model United Nations (MMUN) program for all students. This innovative program aims to foster critical thinking, diplomacy, and leadership skills among our students.

The Mock MMUN program is designed to simulate the United Nations experience, where students will represent different countries and engage in debates, discussions, and negotiations on pressing global issues. This program will provide students with a unique opportunity to develop their research, public speaking, and problem-solving skills. *Prof. Ramya and Prof. Renuka* will serve as the coordinators of the program, guiding and mentoring students throughout the experience. The objectives of the Mock MMUN program are:

- \* To educate students about global issues, international relations, and diplomacy
- \* To develop critical thinking, research, and public speaking skills
- \* To foster leadership, teamwork, and negotiation skills
- \* To encourage students to think creatively and develop innovative solutions to global challenges.

This program will enrich the students' academic experience, broaden their perspectives, and prepare them for successful careers in international relations, diplomacy, and global leadership.



## Internship

As a part of our endeavour to provide students with Active industry interactions and to bridge the gap between theory and practice, we ensure our final year students gear up to take that experiential learning plunge in their careers. DSBA has partnered with several leading organisation to offer internships to our students. These internships will provide students with hands on experience in various fields, including finance, marketing Human Resource and more.



## Blood Donation

For students at DSBA (Dayananda Sagar Business Academy) a significant way to learn "kindness", "empathy" and "sensitivity" towards humankind is to "just do it" yourself.

DSBA, organized blood donation camp for the needy. A huge gesture reaffirming our commitment to community service and social responsibility.

The event witnessed an overwhelming response with students and faculty coming forward to contribute to this noble cause.



## MoU with Chanakya University

In a significant milestone, Dayananda Sagar Business Academy (DSBA) has entered into a Memorandum of Understanding (MOU) with Chalukya University. This strategic partnership aims to foster academic excellence, research, and innovation in various fields.

The MoU was signed by **Dr Nikitha Srikantha** Principal, DSBA, and Vice-Chancellor, Chalukya University, in the presence of esteemed faculty members and officials from both institutions.

### *This collaboration will enable:-*

- \*Joint research initiatives and publications
- \*Faculty exchange programs and guest lectures
- \*Student exchange programs and internships
- \*Organization of conferences, seminars, and workshops

The partnership is expected to enhance the academic and research capabilities of both institutions, ultimately benefiting students and the wider academic community.



## Orientation on Rural Development

DSBA hosted an Orientation on Rural Development for its 3rd-semester BBA students. The resource person, **Mr. Dhananjay**, PDO Officer, shared valuable insights on rural development strategies and challenges.

### *Key Highlights*

1. **Interactive Session:** **Mr. Dhananjay** engaged students in an interactive session, discussing rural development's significance and current initiatives.
2. **Rural Development Challenges:** He highlighted challenges faced by rural communities, including infrastructure, education, and economic empowerment.
3. **PDO Officer's Perspective:** As a PDO officer, **Mr. Dhananjay** shared his experiences and expertise in implementing rural development projects.
4. **Student Engagement:** Students actively participated in discussions, asking questions and sharing ideas on sustainable rural development.

### *Objectives*

1. To raise awareness about rural development issues.
2. To understand government initiatives and policies.
3. To foster critical thinking and problem-solving skills.

The orientation program successfully achieved its objectives, providing students with a comprehensive understanding of rural development. DSBA's efforts in integrating experiential learning and community engagement will empower future leaders to drive positive change.

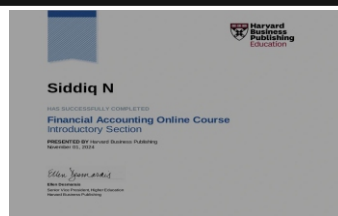
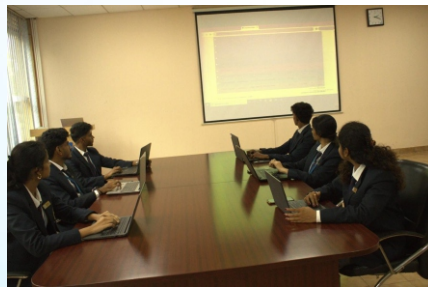




## Exciting Announcement: Elevating Learning with Harvard Business Publishing Education (HBPE) E-Resources!

*Exciting Announcement: Elevating Learning with Harvard Business Publishing Education (HBPE) E-Resources! Dayananda Sagar Business Academy (DSBA) is thrilled to announce a transformative addition to our academic resources! As part of our commitment to providing world-class education, we have introduced Harvard Business Publishing Education E-Resources across all programs—BBA, BCom, and BCA. This initiative opens the doors to an extensive collection of online certifications, industry-leading case studies, and cutting-edge business simulations. These resources will empower our students to develop critical thinking, problem-solving skills, and global perspectives, preparing them for success in today's competitive world. By integrating these globally recognized tools into our curriculum, we aim to bridge the gap between theory and practice, providing our students with opportunities to learn from real-world scenarios and gain credentials that will enhance their career prospects. Let us make the most of this exciting opportunity and take our learning journey to the next level!*

*Harvard Manage Mentor (HMM) - Interactive Online Courses: Harvard ManageMentor (HMM) interactive courses transform students into career-ready professionals. HMM helps students develop the skills employers seek,*



## Simulations:

*Online simulations engage students with real-life management situations that require them to make critical decisions while challenging assumptions. Students are placed in realistic business scenarios where they can practice applying concepts, theories, and frameworks to learn through experimentation and explore the impact of multiple variables within each simulated scenario.*





## Student Achievements- Sports

\* We are thrilled to announce that **M. Rahul**, a student of the BCA program, has won a Gold Medal in Taekwondo at the Bangalore University Inter-Collegiate Sports Competition! **Rahul's** impressive performance demonstrates his exceptional skills, dedication, and passion for the sport. His achievement is a testament to the institution's commitment to fostering a culture of excellence in academics and extracurricular activities. We congratulate **M. Rahul** on his outstanding achievement and wish him continued success in his future endeavors!

\* We are thrilled to announce that **Monisha K.S and Indu**, students of the BCA program, have won a prestigious Silver Medal at the inter-collegiate fest conducted by Jyothi College. This outstanding achievement demonstrates the exceptional talent, teamwork, and dedication of our students. The inter-collegiate fest provided a platform for students from various colleges to showcase their skills and compete in various events.

DSBA congratulates **Monisha and Indu** on their remarkable achievement and appreciate their hard work and commitment to excellence. Their success is a testament to the institution's emphasis on fostering a culture of innovation, creativity, and competition.



## Students' Academic Achievements

Three of our students have achieved outstanding success in the Bangalore University exams, bringing laurels to our institution.

### Gold Medal Winners:-

- \* Ms. Vybhavi Gowda from B.Com has secured a Gold Medal in the Bangalore University exams.
- \* Ms. Tejaswini Raju from BBA has achieved a remarkable Gold Medal in the Bangalore University degree exams.
- \* Ms. Shriya K from BCA has excelled by securing a Gold Medal in the Bangalore University degree exams.

These exceptional achievements demonstrate the academic excellence, hard work, and dedication of our students



Ms. Vybhavi Gowda  
B.Com



Ms. Shriya K  
BCA



Ms. Tejaswini Raju  
BBA



## NASSCOM

An insightful roundtable discussion, *Tech for All: Talent Readiness for Cross-sectoral Digital Transformation*, will explore understanding sector-specific digital needs, bridging the talent gap, fostering cross-sectoral collaboration for skill development, and the critical role of academia and industry in preparing talent. It will also focus on building a resilient talent pipeline and shaping policies and frameworks to drive cross-sectoral digital transformation.



## Leadership in Education Award by Education Heros

We are delighted to announce that **Dr. Nikitha Sreekantha**, Principal has been conferred with the prestigious Leadership in Education Award by Education Heroes. This esteemed recognition is a testament to **Dr. Nikitha Sreekantha**, exceptional leadership, dedication, and commitment to excellence in education. Under her guidance, DSBA has achieved numerous milestones and has become a hub for innovative learning. We congratulate **Dr. Nikitha Sreekantha**, on this remarkable achievement and express our gratitude for her tireless efforts in shaping the minds of future leaders.



## DSBA Hosts Thrilling Battalia Intercollege Sports Fest

The DSBA community came together to organize a spectacular two-day Battalia Intercollege Sports Fest. The event, held on [8th & 9th Nov-2024], witnessed enthusiastic participation from various colleges. The festivities began with an inauguration ceremony at 10 am on the first day. **Dr. Nikitha Sreekantha**, Principal, graced the occasion with a ceremonial toss for the Throw ball game. The Throw ball match was played on the basketball court, with external umpires ensuring a fair game. Post-lunch, the Badminton tournament commenced, with Education Sir overseeing the allocation of pitches. **Mr. Veeneth** judged the Badminton matches. The Cricket match, played on the cricket ground, was officiated by two external umpires. The excitement was palpable as the teams competed in each sport.

### Winners

- \*Badminton: ABBs College
- \*Cricket: Government First Grade College, Ramanagara
- \*Overall Champions: Government First Grade College, Ramanagara

The Battalia Intercollege Sports Fest was a resounding success, fostering camaraderie, teamwork, and sportsmanship among the participants. We congratulate the winners and thank all participants for their enthusiastic involvement.





## Kannada Rajyotsava



DSBA Celebrates Kannada Rajyotsava with Grandeur On November 27th, 2024, DSBA proudly hosted the Kannada Rajyotsava celebrations, commemorating the formation of Karnataka. The event was graced by two esteemed chief guests: **Dr. Srinivasa C, Registrar of Bangalore University**, and renowned Kannada poet, **Dr. Bellur Raghunandhan**. The program commenced with the lighting of the lamp by the Principal, Chief Guests, and DSATM Principal, **Dr. Ravi Shankar. Ms. Sangeetha**, a 5th-semester B.Com student, skillfully anchored the event.

Principal addressed the gathering, highlighting the significance of Kannada Rajyotsava. **Prof. Prakasha** introduced **Dr. Srinivasa C**, while **Prof. Mahalinga Prabhu** presented the profile of **Dr. Bellur Raghunandhan**. A notable aspect of the event was the recognition of government school students who participated in the NSS games conducted by the NSS Cell. Prizes and certificates were distributed to the deserving students.

Both chief guests shared insightful thoughts on the importance of the Kannada language in today's competitive world. Their words inspired the audience to appreciate and promote the rich cultural heritage of Karnataka. The formal program was followed by a vibrant cultural extravaganza, showcasing the talents of DSBA students. The event concluded with a vote of thanks delivered by **Prof. Rajani**, expressing gratitude to the chief guests, participants, and organizers.

The Kannada Rajyotsava celebrations at DSBA served as a testament to the institution's commitment to preserving and promoting Karnataka's vibrant culture.





## Industry Visit @ TVS Industry

DSBA recently organized an industry visit to TVS Industry for its final-year BBA and BCom students. The visit provided students with invaluable insights into the operations and management of a leading automotive company.

*Prof. Ramya and Prof. Vishnu* accompanied the students, facilitating discussions and clarifying doubts.

*The visit aimed to:*

1. Enhance students' understanding of industry operations.
2. Foster industry-academia collaboration.
3. Develop students' analytical and problem-solving skills.

## Gram Panchayat Survey @ Kaggalipura

DSBA's commitment to experiential learning recently took students to Kaggalipura, where they conducted a rural development survey alongside Gram Panchayat members. This initiative showcased the institution's dedication to bridging theory and practice.

The survey provided students with a unique opportunity to engage with local communities, collect data and insights, and develop practical skills. By exploring rural development challenges firsthand, students gained a deeper understanding of the complexities involved.

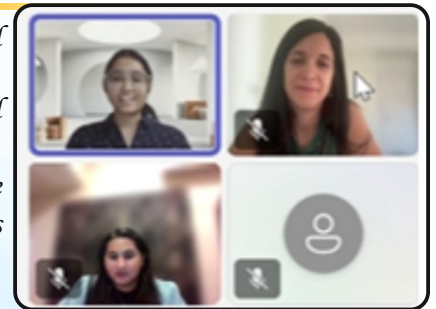
We congratulate our students on this outstanding initiative and look forward to more such experiences.



## DSBA Alumna Shines at International Conference

We are proud to announce that *Ms Harini & Ms. Meghana* a distinguished alumnus of DSBA, recently presented a research paper at an international conference. Under the guidance of Prof. Renuka, demonstrated exceptional academic excellence and research skills.

The conference provided a global platform for *Ms Harini & Ms. Meghana* to share her research findings and engage with renowned scholars. This achievement showcases DSBA's commitment to fostering innovative thinking and academic.



## Empowering Future Leaders through Next Generation Activity

The HR Club of DSBA organized a Next Generation Activity for all B.Com and BBA students. This initiative aimed to foster leadership skills, teamwork, and innovative thinking among students.

Faculty Coordinator, *Prof. Arpitha*, and Student Coordinators worked tirelessly to ensure the event's success. The activity provided students with a platform to:

1. Develop problem-solving skills.
2. Enhance communication and collaboration.
3. Explore future career opportunities.

The HR Club's efforts demonstrate DSBA's commitment to holistic student development.







## NSS Cell Celebrates Ekta Diwas

The NSS Cell of DSBA organized Ekta Diwas, a commemorative event to promote national unity and integrity. The program aimed to foster a sense of patriotism and unity among students.

### The event featured:

- Inspiring speeches on national unity and integrity
- Cultural performances showcasing India's diversity
- Interactive activities promoting unity and harmony

The NSS Cell's efforts demonstrated DSBA's commitment to promoting social responsibility and community engagement.

## Entrepreneurship Club Hosts E-Mela

The Entrepreneurship Club of DSBA organized E-Mela, a vibrant entrepreneurial fair, at the Basketball Court. The event brought together graduates from various disciplines to showcase their innovative ventures and products.

### Highlights of the event:

- Innovative product displays and demonstrations
- Interactive sessions with entrepreneurs and industry experts
- Networking opportunities for students and entrepreneurs
- Exciting prizes and recognition for outstanding entrepreneurs

The E-Mela provided a platform for budding entrepreneurs to showcase their talents, gain valuable feedback, and connect with like-minded individuals.



## NSS Cell Organizes Nature Walk

As part of the Environment Education Programme, the NSS Cell of DSBA organized a Nature Walk for all graduates. The event aimed to promote environmental awareness, conservation, and sustainability among students.



### Highlights of the event:

- Guided tour through nearby natural trails
- Interactive sessions on environmental conservation
- Opportunities for bird-watching and nature photography
- Discussion on sustainable practices and eco-friendly habits

The Nature Walk encouraged students to appreciate and respect the natural world, while also inspiring them to become environmentally responsible citizens.



## MS- Access:- RDBMS

**Resource Person :- Prof. Vasudeva Rao**

DSBA organized an expert session on MS-Access RDBMS for final year BBA students. The session aimed to equip students with practical knowledge of database management systems. Mr. Vasudeva Rao, shared his expertise on MS-Access RDBMS, covering topics such as:

- \*Database design and development
- \*Data modeling and normalization
- \*Querying and reporting

The interactive session provided students with hands-on experience and insights into the application of RDBMS in real-world business scenarios.

## TECH-Odyssey

The IT Club of DSBA organized a Tech-Odyssey session exclusively for final year BCA students. This engaging event aimed to foster innovation, creativity, and technical expertise among students.

The session covered a range of topics, including:

- Emerging trends in IT and software development
- Innovative technologies and their applications
- Career opportunities and industry expectations

The Tech-Odyssey session provided a platform for students to interact with industry experts, clarify doubts, and gain valuable insights into the IT industry.

## Flash MOB Energizes Campus

In a vibrant display of energy and enthusiasm, students of DSBA organized a flash mob on campus. The sudden and synchronized performance caught everyone's attention, spreading joy and excitement throughout the premises.

The flash mob, which featured a medley of popular songs, was a testament to the students' creativity, teamwork, and spirit. The event brought together students from various disciplines, fostering a sense of community and camaraderie.





## Faculty Achievement's

- ◆ **Dr. Nikitha Sreekantha**, Principal - DSBA has been nominated as a member by the honorable Vice Chancellor of Bangalore University for Board of Studies in Management, highest decision making body with respect to academics related to the MBA program of Bangalore University. She was invited to BOS in Management which will be held on 9th October 2024 at 2pm in CBSMS to discuss and scrutinize the Ph.D guideship applications submitted by Research Centers for the grant of guideship and also to approve the panel of examiners for MBA and Ph.D for the year 2024-25
- ◆ **Prof. Arpitha and Prof. Hemavathi** faculty members of DSBA, have published their research papers, in the prestigious Annals of the Bhandarkar Oriental Research Institute, a UGC CARE LIST - GROUP 1 journal. The research paper, titled "**A Study on Nexus between Gold Prices**," showcases the faculty members' expertise and scholarship in their field. Publication in a UGC CARE LIST journal is a testament to the high quality of their research and its contribution to the academic community.
- ◆ **Dr. Meera K L** presented a research paper at the International Conference on "NEXT GEN Supply Chain" organized by IIM Jammu on November 23, 2024. Titled "Integrating Blockchain Technology in Financial Supply Chains For Sustainable Development." **Dr. Meera's** paper showcased innovative solutions for leveraging blockchain technology to enhance sustainability in financial supply chains. This achievement demonstrates **Dr. Meera's** expertise and thought leadership in cutting-edge areas of business and management.
- ◆ **Dr. Meera K L** has been invited to review a research paper for the esteemed Asian Journal of Computer Science. This honor recognizes Dr. Meera's expertise and scholarship in the field of computer science. Her contribution to the journal's peer-review process ensures the publication of high-quality research that advances knowledge and innovation.
- ◆ **Dr. Meera K L and Dr. Nikitha Srikantha**, have co-authored a research paper titled "AI-Driven Policy Simulations for Global Economic Stability." This paper has been published in the prestigious Frontiers in Health Informatics, a SCOPUS indexed Q4 journal. This achievement demonstrates the faculty members' expertise and scholarship in leveraging AI-driven policy simulations to promote global economic stability. The publication in a SCOPUS indexed journal is a testament to the high quality and impact of their research.
- ◆ **Prof. Vasudevarao**, has made a significant contribution to the field of medical research with the publication of his paper titled "Classification and Discovery of Brain Tumor Using Ensemble Deep Learning." This innovative research was presented at the prestigious International Conference on Network, Multimedia and Information Technology (NMITCON). Prof. Vasudevarao's work showcases the potential of ensemble deep learning techniques in accurately classifying and discovering brain tumors.
- ◆ **Prof. Manoj**, has made a significant contribution to the academic community with the publication of book chapters in "WORDS TO WORDS - I" (ISBN: 978-81-979472-3-0). This esteemed publication is designed for students of all courses under the Faculty of Science, Commerce, Arts, Management, and Computer Applications. **Prof. Manoj's** contributions will undoubtedly enhance the learning experience for students and inspire future generations.
- ◆ **Prof. B V R Vishnu Tej** has achieved outstanding achievement in the NCC ANO Training program. **Prof. B V R Vishnu Tej** won the gold prize for his presentation during NCC ANO Training Camp, Furthermore, He received a "Bravo" rating for total training, proving his commitment and skill.





## Placements

*We congratulate our 2021-24 batch students on their successful placements and appreciate the efforts of Prof. Srilalitha T S in facilitating these opportunities.*



*Dhakshyani*  
BBA  
Happequity-13 LPA



*Prowathi Chetry*  
Banki Technology  
8.9 LPA



*Aditha M S*  
BBA  
Playto – 7.5 LPA



*Ambika Bai*  
BCA  
Dell - 7.12 LPA



*Druthhi K*  
B.com  
Commonwealth Bank  
6 LPA



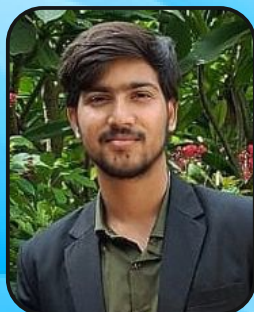
*Harshan J*  
BCA  
Academor  
6 LPA



*Vedha*  
BCA  
Receipto  
5 LPA



*Harini R*  
B.com  
Federal Bank  
5 LPA



*Aman Kumar*  
BCA  
SKLR, Ed Tech Pvt. Ltd  
4.2 LPA



*Chandanashree*  
BCA  
Capgemini Techonology LTD  
3.25 LPA



*Shreya K*  
BCA  
Lumos Learning India Pvt. LTD  
2 LPA



*Amrutha P Gowda*  
BCA  
TCS  
2.23 LPA



## Editorial Board



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*Chief Editor*

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*5th Sem, BCA*



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*Mr. Likith*  
*5th Sem, BCA*



## *Team Members*



*Shamitha*  
*3rd sem Bcom*



*Uday Kiran-*  
*3rd sem Bcom*



*Kishore*  
*3rd sem Bcom*



*Ananya*  
*3rd sem BBA*



*Dhanushree*  
*3rd sem BBA*



*Manushree*  
*3rd sem BBA*



*Harshitha*  
*3rd sem BBA*



*Varsha*  
*1sem BBA*



*Ishitha*  
*1sem BBA*



*Inchana*  
*5th sem BBA*



*Sangeetha*  
*5th sem Bcom*



*Sheetal M*  
*5th Bcom*



## Alumni Spotlight: Prajwal – BBA Graduate, Class of 2020



**Prajwal**  
BBA Batch: 2017-20

Greetings to all new and current students of Dayananda Sagar Business Academy! I'm Prajwal, a proud BBA graduate from DSBA, class of 2020. It's an absolute pleasure to welcome you all to this amazing institution. I can confidently say that Dayananda Sagar is a fantastic place to learn and grow, with a beautiful campus and excellent facilities that I've personally experienced. During my time at DSBA, we were fortunate to have access to well-equipped auditoriums, a spacious library, and a vibrant canteen – all contributing to a great college life experience. What I loved the most about DSBA, however, was the perfect balance between academics and extracurricular activities. The college doesn't just focus on academic growth; it fosters a well-rounded environment where cultural and sports activities are also encouraged. One of my fondest memories was being part of the cultural events organized by the college, especially the annual fest. The music, dance, and variety of performances made those moments unforgettable. It was truly a holistic experience, where learning went beyond the textbooks. Sports also played a significant role in my journey. With an in-house basketball court and many other facilities, the sports culture at DSBA was something I greatly appreciated. A memory that still stands out for me is when I first joined the college and participated in the Fresher's Day. Winning the title of "Mr. Fresher" was a huge highlight for me, and it helped me stand out as an individual. DSBA is a place that truly recognizes and nurtures talent, helping students shine in their respective areas. To all the new students, I wish you the best of luck in your

## Alumni Spotlight: Shubham Vermaker B.Com Graduate, Class of 2023



**Shubham Vermaker**  
B.Com Batch: 2021-23

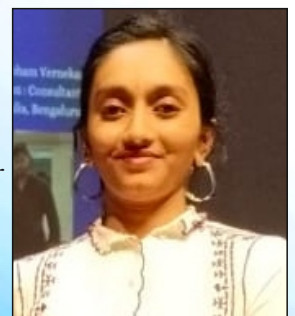
Hello, everyone!

I'm Shubham Vermaker, a proud BBA graduate from the 2019-2022 batch of Dayananda Sagar Business Academy (DSBA). I'd like to take a moment to share a few thoughts with you all. Firstly, my advice to all current students is to focus on your academics and always strive to do your best. Don't hesitate to interact with your teachers—they are a great source of knowledge, and engaging with them will help you grow. Make the most of the opportunities that DSBA offers; there's so much to gain from being part of this institution. For me, the best memories from DSBA are all about the people—the friends I made, the teachers who guided me, and the overall experience of being part of this great campus. The infrastructure and the time spent at DSBA are memories I will always cherish. I'm incredibly grateful for the support I received from the faculty and professors. Their guidance played a vital role in shaping my journey, and it's an honor to be invited back for this alumni meet. The help and encouragement I received from them were invaluable, and I truly appreciate it. I wish you all the very best for your academic and personal journeys at DSBA. Make the most of every

## Alumni Spotlight: Pratyusha – B.Com Graduate, Class of 2023

Hello everyone!

I'm Pratyusha a proud B.Com graduate from Dayananda Sagar Business Academy, class of 2023. I'd like to share a few thoughts with all the current students. My advice to you is to take full advantage of the opportunities that come your way during your time in college. You don't want to look back and regret not trying something or missing out on an experience. However, it's important to also prioritize and find a balance. Don't try to do everything all at once, but at the same time, don't neglect the things that truly matter. Strive for an overall balance in both academics and extracurriculars. One of my fondest memories at DSBA is leading and organizing various fests and events. The experience taught me so much, not just in terms of event management, but also in leadership and team coordination. It was a great learning journey, and I'm truly grateful for the opportunity to develop these skills. I wish all of you the best as you navigate your journey at DSBA. Make the most of your time here, grow both personally and professionally, and create memories that will last a lifetime.



**Pratyusha**  
B.Com Batch: 2021-23



Location

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[www.dsba.edu.in](http://www.dsba.edu.in)