



DAYANANDA SAGAR INSTITUTIONS (DSI) Dayananda Sagar Business Academy



Udayapura, Opp. Art of Living, Kanakapura Main Road, Bangalore – 560082

Recognized by the Government of Karnataka, Permanently Affiliated to Bangalore University & Approved by A.I.C.T.E.,
New Delhi, Accredited by NAAC, Certified Under ISO 9001:2015 Quality Management System

MBA News letter October 2025 to June 2026

Issue – I

Empowering Minds Envisioning Futures

RADIANCE



Our Founders



Late Shri. R Dayananda Sagar

Our founding father, Late Shri R Dayananda Sagar, was a graduate in Arts & Commerce from India & a barrister-at-law from England. He was a visionary, an educationist and a powerhouse of knowledge. He was a strong believer in transforming the world besides a leader par excellence who never dithered from his responsibilities in setting up Mahatma Gandhi Vidya Peetha Education Trust in the 60s, the trust that contributed to educate the world for over 60 years carefully building an alumni of over 100,000 including accomplished professionals, law makers, sports personalities, celebrities spread all over the world. DSI kick started its centenary celebrations to mark the 100th Birth Anniversary of its founder, R Dayananda Sagar, in the year 2021.

Late Smt. Chandramma Sagar



Wife of the founder, Late Smt Chandramma Sagar was a doctor by profession, the first Indian woman to have acquired a triple fellowship from the Royal College of Surgeons (FRCS) , London, Edinburgh & Glasgow. She was in the panel of doctors to the President of India.

Chief Patrons



Dr. D. Hemachandra Sagar
Chairman, DSI



Dr. D. Premachandra Sagar
Vice-Chairman, DSI

Patrons



Sri Galiswamy
Secretary, DSI



Ms. Tintisha H Sagar
Joint Secretary, DSI & MGVP Trustee



Mr. Nishan H Sagar
Joint Secretary, DSI



Mr. Rohan P Sagar
Joint Secretary, DSI & MGVP Trustee

Principal's Message



It gives me immense pleasure to present RADIANCE, the official newsletter of Dayananda Sagar Business Academy (DSBA), which reflects the vibrant academic, co-curricular, and institutional achievements of our students and faculty.

At DSBA, we believe that education extends beyond classrooms. It is about nurturing critical thinking, innovation, leadership, and social responsibility. Our continuous efforts are directed towards creating a dynamic learning environment that empowers students to excel in an ever-evolving global landscape.

This edition of RADIANCE captures the spirit of excellence and commitment that defines our institution. From academic accomplishments and industry engagements to cultural events and student initiatives, each milestone showcased here is a testament to the dedication and collaborative efforts of our DSBA community.

In alignment with the evolving educational landscape and the vision of the National Education Policy, we remain committed to fostering holistic development, skill-based learning, and industry-academia collaboration. Our focus continues to be on shaping not just successful professionals, but responsible and forward-thinking individuals.

I extend my heartfelt appreciation to our students, faculty, and staff for their relentless efforts in contributing to the growth and success of the institution. I also congratulate the editorial team for their excellent work in bringing out this edition.

I hope RADIANCE continues to inspire, inform, and celebrate the achievements of our DSBA family.

Wishing you all continued success.

Warm regards,

Dr. Nikitha Sreekantha
Principal
Dayananda Sagar Business Academy

Induction Program on Shaping Future Leaders Essential Personality Development Tips for Success

On July 15, 2025, Dayananda Sagar Business Academy organized an induction session titled “Shaping Future Leaders: Essential Personality Development Tips for Success” for MBA first-year students. The session focused on building personal and professional growth through topics such as personality components, communication skills, confidence building, leadership essentials, and goal setting. It emphasized emotional balance, clarity in communication, decision-making, and time management, helping students lay a strong foundation for their management journeys.



Induction Program - A Session on : Accelerative Learning

On January 2, 2025, Dayananda Sagar Business Academy conducted Day 2 of the MBA Orientation Program (Batch 2025–27) featuring an inspiring session on Accelerative Learning by Mr. Ravinder Singh Kalsi, a renowned soft skills trainer. The session introduced students to personal learning styles, memory techniques, and strategies for focus and structured thinking. It also emphasized communication essentials, emotional intelligence, presentation readiness, and teamwork. Students were motivated to set clear academic goals and cultivate self-discipline, laying the groundwork for MBA success.



Industrial Visit to Ashok Leyland

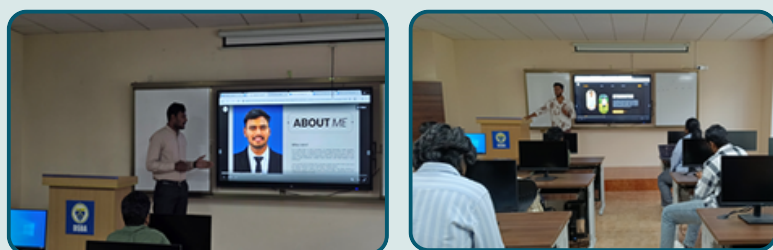
On October 24, 2025, MBA students visited Ashok Leyland Plant-1 in Hosur, Tamil Nadu, gaining valuable insights into advanced manufacturing, sustainability, and workforce excellence. The industrial tour showcased automated assembly lines, eco-friendly practices, and disciplined operations, bridging classroom concepts with real-world automobile production. Interactions with engineers highlighted safety, supply chain management, and teamwork. The experience inspired students to value continuous learning and innovation, reflecting Ashok Leyland’s vision—“Aapki Jeet, Hamari Jeet.”



Induction Program - A Session on : Power of Social Media: Turning Likes into Leads



On October 25, 2025, the Department of MBA at DSBA conducted an engaging induction session titled “Power of Social Media: Turning Likes into Leads” for the Batch 2025–2027. The session highlighted how digital platforms drive brand visibility, customer engagement, and business growth. Students explored online branding, engagement metrics, ad campaigns, and storytelling techniques across platforms like Instagram, LinkedIn, YouTube, and Facebook. It also covered analytics, case studies, and strategies for building strong digital identities, aligning with DSBA’s vision of preparing digitally aware and corporate-ready leaders.



Induction Program - A Session on : Essential Corporate Skills for the Next –Generation Professionals

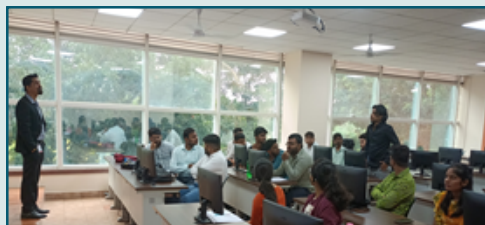


On October 27, 2025, DSBA’s MBA Department organized an induction workshop titled “Essential Corporate Skills for the Next-Generation Professionals” for the Batch 2025–2027. The session emphasized workplace readiness through communication, presentation, etiquette, and time management. It also highlighted risk assessment, corporate governance, leadership accountability, and ethical professionalism, preparing students with key competencies for their corporate journey.

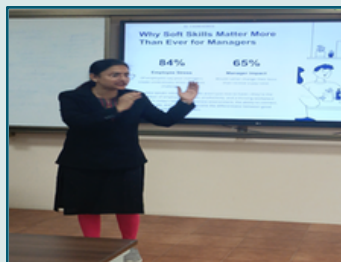


Induction Program – A Session on Storytelling in the Digital Era: How Modern Marketers build Brand Narratives

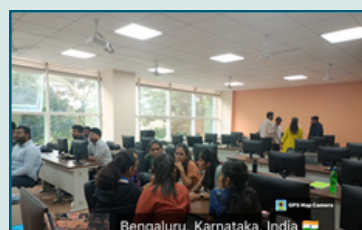
On October 28, 2025, Dayananda Sagar Business Academy hosted Day 5 of the MBA Induction Program with a session titled “Storytelling in the Digital Era: How Modern Marketers Build Brand Narratives.” The workshop emphasized the power of storytelling in shaping customer perception, balancing emotional and rational appeals, and leveraging platforms like Instagram, YouTube, and LinkedIn. Students explored the role of influencers, user-generated content, and strategies for consistent brand identity, supported by real-world case studies from FMCG, technology, and lifestyle brands.



Induction Program – A Session on Beyond the Degrees- Building the Manager Within (Soft Skills)



On October 30, 2025, Dayananda Sagar Business Academy organized an induction session for the MBA Batch 2025–2027 titled “Beyond The Degrees – Building The Manager Within (Soft Skills).” The session emphasized the importance of communication, adaptability, and emotional intelligence in shaping effective managers and leaders. Through role plays, communication drills, and case studies, students practiced conflict resolution, teamwork, and professional etiquette. The program highlighted how strong soft skills complement academic knowledge, fostering holistic development and industry readiness.



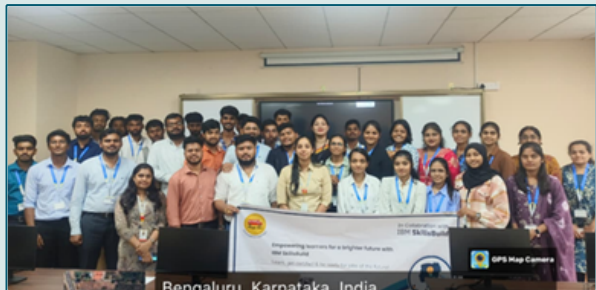
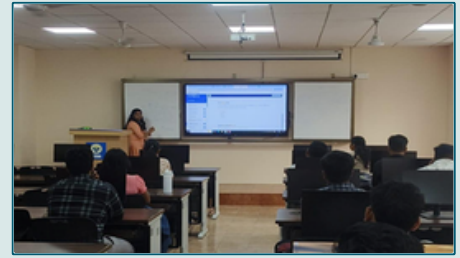
Induction Program – A Session on Campus to Corporate: Code of Conduct, Discipline, and Professional Grooming for Future Leaders

On October 30, 2025, Dayananda Sagar Business Academy conducted an induction session for the MBA Batch 2025–2027 titled “Campus to Corporate: Code of Conduct, Discipline, and Professional Grooming for Future Leaders.” The session guided students on transitioning from campus life to corporate responsibility, emphasizing integrity, discipline, punctuality, and professional grooming. Through interactive role-plays, quizzes, and stress interview drills, students learned workplace etiquette, leadership readiness, and the importance of ethical conduct in shaping future leaders.



Induction On "IBM Skill Training - Technical Foundation Program"

The MBA Batch 2025-27 began their induction with a three-day IBM Skill Training Module (Nov 3-5, 2025), featuring technical sessions, student presentations, and certification. Covering IT fundamentals, web development, AI/ML, and cybersecurity, the program ensured practical learning, assessment, and recognition, equipping students with essential business-technology skills.



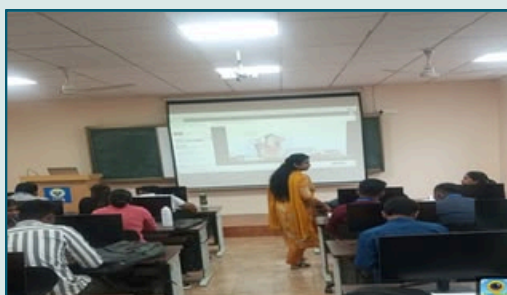
Bridge Program On "Accelerative Learning"

DSBA launched its 2025-27 MBA program on November 6, 2025, with a dynamic orientation led by trainer Ravinder Singh Kalsi. The two-part masterclass focused on Cognitive Mastery—accelerative learning, memory, concentration, and mind mapping—and Leadership Dynamics—emotional intelligence, communication, and teamwork. His interactive approach inspired students to actively engage and set a strong precedent for growth and excellence.



Bridge Program On "Placement Orientation Session"

On November 7, 2025, DSBA's MBA Bridge Program featured a Placement Orientation Session by Dr. K. Sanjay, Head of Placement & Corporate Relations at DSI. The interactive session covered corporate expectations, resume building, interview readiness, skill development, and industry trends, including AI's impact on recruitment. Students gained clarity on career planning, employability skills, and future opportunities, laying a strong foundation for their MBA journey.



National Seminar On Indian Knowledge Systems "Rediscovering Wisdom: An Introduction To Indian Knowledge Systems"



On 14th November 2025, Dayananda Sagar Business Academy, in collaboration with Disha Bharat, proudly hosted a National Seminar on Indian Knowledge Systems, themed "Rediscovering Wisdom: An Introduction to Indian Knowledge Systems." Designed exclusively for MBA students, the seminar offered a vibrant exploration of India's rich intellectual heritage—spanning ancient scriptures, cultural traditions, and timeless philosophies. Through immersive sessions and thought-provoking visuals, the event inspired young minds to connect modern management with indigenous wisdom, fostering a deeper appreciation for holistic learning and rooted innovation.

Visit to Bangalore Tech Summit

Tech Meets Talent! The Department of MBA at Dayananda Sagar Business Academy proudly organized an enriching field visit to the Bengaluru Tech Summit 2025 for the first-semester MBA students (Batch 2025-2027) on 19th November 2025. From 11:00 am to 4:00 pm, students immersed themselves in cutting-edge innovations, industry showcases, and global tech dialogues—bridging classroom learning with real-world impact. The visit sparked curiosity, inspired future-ready thinking, and strengthened DSBA's commitment to experiential learning. This immersive experience not only broadened horizons but also reaffirmed DSBA's vision of nurturing tech-savvy, industry-ready leaders of tomorrow.



DSBA Toastmaster Club: 14th Meeting



The 14th meeting of the DSBA Toastmasters Club centered on the theme of "Consistency," highlighting its role in personal and professional growth. The meeting featured impactful prepared speeches, insightful evaluations, and engaging table topics that encouraged spontaneity and clarity. Awards celebrated excellence across roles, with TM Drushti recognized as Best Speaker, TM Rahul as Best Role Taker, TM Archana as Best Evaluator, TM Lakshmi as Best Table Topics Speaker, and the Best Tag Team award going to TM Yashaswin and Syed Shama. The session embodied the spirit of Toastmasters, reinforcing how consistent practice builds confidence, creativity, and leadership.



Industrial Visit to DERBI

On November 25th, our first-semester MBA students stepped beyond the classroom and into the vibrant world of the DERBI Foundation. This was an immersion into the future of business, where they saw entrepreneurship in action. They didn't just hear about innovation—they felt its energy, witnessing firsthand how ideas are fueled in the startup lab. Students left with a new curiosity and the courage to see themselves as creators and innovators. At Dayananda Sagar Business Academy, this is our promise: an education that inspires you to build a future, not just prepare for a job.



Guest Talk On: “Life Skills: Importance Of Communication”

On December 3rd, 2025, the Dayananda Sagar Business Academy (DSBA) auditorium transformed into a hub of inspiration. In a powerful collaboration with the Research & Development Cell, the academy hosted a transformative guest talk titled “Life Skills: Importance of Communication.” The event brought together a diverse crowd of B.Com, BBA, BCA, and MBA students, all eager to bridge the gap between academic knowledge and real-world impact. The session was led by the distinguished Dr. Bala Lakhendra, Senior Faculty from the Department of Journalism and Mass Communication at Banaras Hindu University (BHU), Varanasi. With his deep expertise, Dr. Lakhendra moved beyond theory, offering: practical Frameworks, The "Cornerstone" Concept and Interactive Insights. The energy in the room was palpable as students walked away with a sharpened toolkit for success. The session didn't just teach them how to speak; it taught them how to be heard.



Ideathon: Intra College Event



On December 3rd, the Udayapura campus buzzed with intellectual energy as Dayananda Sagar Business Academy hosted Ideathon 2025, a premier platform for the innovators of tomorrow. Organized under the aegis of the Ministry of Education's Innovation Cell and the Institution Innovation Council, the event brought together a dynamic mix of undergraduates, postgraduates, and Ph.D. scholars to tackle the challenges of Digital Bharath 2025. Powered by the DERBI Foundation, DigiKey, and Sagar Hospitals, the competition featured interdisciplinary teams bridging the gap between technical brilliance and business strategy. With a ₹60,000 prize pool on the line, the day progressed through high-octane pitch sessions and concluded with a celebratory valedictory ceremony. This flagship event underscored DSI's unwavering commitment to fostering an entrepreneurial ecosystem, proving that when creativity meets opportunity, the results are nothing short of transformative.



Industrial Visit: BAMUL

On September 12, 2025, our students stepped into the bustling world of BAMUL, gaining a front-row seat to the operations of Karnataka's dairy powerhouse. From witnessing the precision of advanced pasteurization and sterilization to observing the meticulous hygiene standards of modern packaging, the visit offered a masterclass in large-scale food processing. Beyond the machinery, students were inspired by BAMUL's core mission: a cooperative model that empowers over 200,000 rural farmers while delivering a diverse range of trusted products like Trupty and Goodlife to our tables. It was a day of discovering how innovation, sustainability, and community spirit churn together to fuel the region's dairy success!



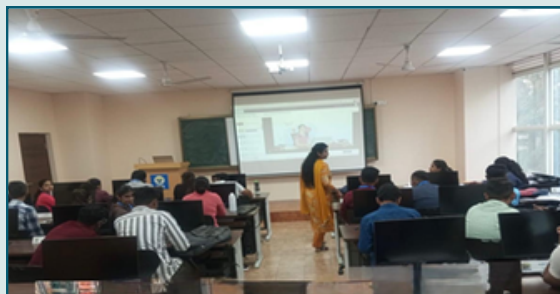
Sports Day From Chakravyuha

On December 13th, 2025, the Department of DSBA successfully hosted a high-energy Sports Day for MBA 1st Semester students under the spirited theme "Sports Day from Chakravyuha." The event transformed the campus into a hub of vitality as students showcased their teamwork and athletic prowess in competitive matches of cricket and badminton. Beyond the thrill of the games, the day was defined by a sense of camaraderie and healthy competition, that celebrated both technical skill and exemplary sportsmanship. By blending physical fitness with the rigors of management studies, this initiative underscored DSBA's commitment to holistic development, proving that the resilience and friendships built on the field are just as vital as the lessons learned in the classroom.



Orientation On: Excelr

On December 13, 2025, the Department hosted a transformative session on the evolving landscape of Business Analytics, led by Mr. Shashikant Dubey from ExcelR. The session highlighted a critical shift in modern management: the replacement of intuition with data-driven decision-making across marketing, finance, and operations. Through real-life case studies and an exploration of Data Science, ML, and AI, students gained a clear roadmap for high-demand career trajectories and the significant Return on Investment (ROI) that specialized certifications offer. This interactive experience bridged the gap between academic theory and industry practice, empowering our MBA graduates to lead with precision in a competitive, analytics-heavy job market.



Pitch & Publicize



On December 15th, 2025, Dayananda Sagar Business Academy hosted an impactful Media and IIC Club Pitch and Publicize session that empowered students to transform innovative ideas into compelling narratives. Supported by the Ministry of Education's Innovation Cell, the event provided a dynamic platform for participants to master the arts of persuasive pitching and strategic publicity within the MBA classroom. By blending creative communication with professional discipline, students successfully showcased their originality and learned how to amplify their voices in the modern media landscape. The session provided a dynamic platform for the next generation of leaders to amplify their voices and turn creative concepts into compelling narratives.



The Titans of Finance

The Finance Club hosted Vittha Vichar on 16th December 2025, a dynamic competition that brought MBA students together for finance-focused learning. The event began with a welcome address by the coordinator, followed by two engaging rounds. Round 1 tested quantitative aptitude and logical reasoning, while Round 2 challenged participants with investment analysis and decision-making scenarios. Students showcased sharp analytical skills, practical knowledge, and enthusiasm throughout. The competition concluded with results and a closing note appreciating the spirited participation and the organizing team's efforts.



Pass The Pressure



On 17th December 2025, the HR Club organized an engaging activity titled “Pass the Pressure”, designed to simulate real-world stress interview scenarios in a fun and interactive way. Conducted in a lively circle setup with music and ball-passing, the exercise required students to face rapid-fire stress interview questions whenever the music stopped and they held the ball. This interactive format tested participants' composure, confidence, quick thinking, and communication skills under pressure, while also encouraging them to step out of their comfort zones. By blending the dynamics of a game with the seriousness of an interview, the activity offered students a practical taste of unpredictability in professional interviews, helping them build resilience, sharpen their presence of mind, and prepare for corporate challenges with confidence.



The War Files: Detective: War

On December 18, 2025, Dayananda Sagar Business Academy (DSBA) hosted Detective War 2025, a high-energy competition that successfully merged the intrigue of mystery-solving with core management principles for MBA students. Throughout the event, participants were pushed to demonstrate exceptional analytical thinking and teamwork as they navigated complex case clues and adapted to unexpected strategic twists. A major highlight was the "Pick and Speak - Mr. Sherlock Round," which challenged students' communication skills and mental agility, ultimately crowning two standout performers with the prestigious "Mr. Sherlock" title. The event served as a dynamic platform for experiential learning, fostering a spirit of collaboration and leadership that left a lasting impact on all involved.



Biz Connect 1.1: A Series on Strategic Communication



On December 18, 2025, Dayananda Sagar Business Academy (DSBA) organized an insightful session titled BIZ CONNECT [series 1.1] specifically for its first-semester MBA students. The event featured Mr. Iqbal Singh, Head of Learning & Development at Café Coffee Day, who served as the resource person for the day. Under the theme "Strategic Communication: The Skill That Shapes Careers," the session empowered budding professionals with essential strategies to enhance their leadership presence, build influence, and accelerate their long-term career growth. This initiative successfully reflected DSBA's ongoing commitment to fostering career-oriented learning and strong industry engagement for its students.



NAVASPANDANA: MBA Fresher's Day 2025



On December 19, 2025, the Dayananda Sagar Business Academy (DSBA) hosted "NAVASPANDANA - MBA Freshers' Day 2025" at its campus amphitheatre. Hosted by the Samskruthi Cultural Club, the event was a high-energy welcome for the incoming batch, featuring faculty and students in stunning ethnic wear. Far from just a formal orientation, the day pulsed with vibrant performances and team-building activities that instantly turned strangers into classmates and classmates into a community. It was a perfect launchpad for the new MBA journey—blending the prestige of Dayananda Sagar Institutions with a spirit of joy, belonging, and boundless potential. The seamless execution by the Samskruthi team ensured that the day wasn't just an event, but a heartfelt introduction to the creative and inclusive culture that defines the DSBA experience.



Biz Connect 1.2: From MBA To Boardroom



The Bizconnect Series 1.2 session, organized by DSBA on 22nd December 2025, was led by Mr. Harsha Gowda Siddaveere, Chief Technology Officer and Board Member at Getronics, University of Oxford, London. The session emphasized that leadership is a dynamic journey shaped by resilience, adaptability, and continuous learning. Tracing human progress from the cognitive revolution to today's AI era, Mr. Siddaveere highlighted how leadership styles must evolve with societal and technological change. Using Reliance Jio's communication revolution as a case study, he illustrated visionary leadership, strategic execution, and consumer insight. Students were encouraged to identify personal strengths, build expertise, and sustain consistency, while embracing ethical values, long-term thinking, and the growing role of AI in decision-making.



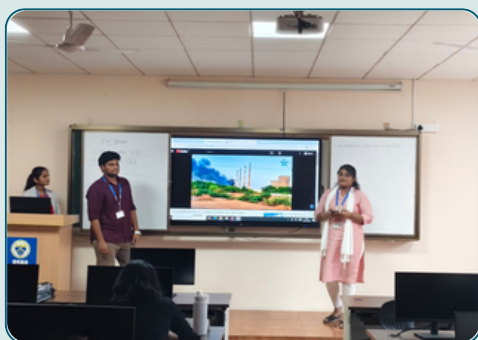
Orientation On Mental Well Being



The Mental Wellbeing Cell – SoulSink, DSBA, hosted an engaging orientation on 23rd December 2025 with psychologists Ms. Malvika Krishnan and Ms. Rosemol Thamby from THAP. The session broke down the difference between mental health and mental illness, encouraging students to talk openly about wellbeing. Common MBA stressors like performance pressure, time crunches, and social adjustment were addressed with practical tips—mindfulness, grounding exercises, and balancing academics with personal life. The speakers reminded everyone that seeking help is a sign of strength and introduced THAP's counselling services. The interactive session left new students feeling supported, understood, and ready to prioritize their mental wellness.



“Innovative Pedagogy-Experiential and Case-Based Teaching– Learning Activity” (06/01/2026)



On January 6th, 2026, DSBA classrooms hosted an experiential, case-based learning activity where students tackled real-world business dilemmas using theoretical frameworks. The sessions emphasized critical thinking, teamwork, and decision-making under uncertainty, with students stepping into managerial roles to analyze and present solutions. This immersive approach bridged textbook knowledge with industry challenges, sharpening analytical skills and reinforcing DSBA's commitment to modern, participatory pedagogy.



Industrial Visit – Cothas Coffee (10/01/2026)

On January 10th, 2026, DSBA students visited Cothas Coffee, one of Karnataka's iconic coffee brands. The tour offered insights into roasting, blending, and packaging, showing how tradition and technology combine to ensure quality. Students also learned about sustainability and supply chain efficiency, linking these practices to classroom lessons in operations and marketing. Beyond the machinery, the visit highlighted coffee's cultural importance in Karnataka, making the experience both educational and inspiring.



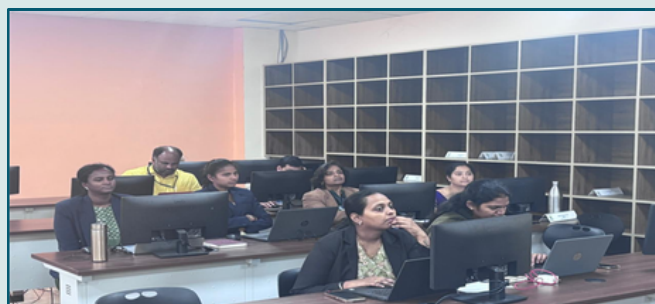
Biz Connect (Series 1.3) – Financial Intelligence (12/01/2026)



On January 12th, 2026, DSBA hosted Biz Connect Series 1.3 on the theme “Financial Intelligence to Build Next Generation Leaders.” The session highlighted financial literacy as a key leadership skill, with practical insights on budgeting, investment analysis, and risk management. Case studies showed how leaders use financial acumen to drive success, while the interactive format encouraged students to apply concepts to their own career goals. The program reinforced DSBA's vision of preparing leaders with both knowledge and foresight.



Workshop – Statistical Discovery for Teaching & Research (13/01/2026)



On January 13th, 2026, DSBA organized the workshop “Enabling Statistical Discovery for Teaching & Research.” The session introduced advanced statistical tools and practical applications using real datasets, helping participants uncover patterns and strengthen research outcomes. Faculty demonstrated how these methods can enrich teaching, while students appreciated the hands-on approach that simplified complex concepts. The event reinforced DSBA’s commitment to a research-driven academic culture and equipped attendees with analytical skills for both academics and industry.

Biz Connect (Series 1.4) (19/01/2026)



On January 19th, 2026, DSBA hosted Biz Connect Series 1.4, focusing on leadership communication and adaptability in today’s dynamic business world. The speaker emphasized clarity, influence, and empathy as key aspects of effective communication, guiding students on building credibility, managing diverse teams, and overcoming organizational challenges. Case studies illustrated how strong communication drives innovation and resilience, while the interactive format encouraged students to reflect on their own styles. The session reinforced DSBA’s mission of preparing students for leadership roles and inspired them to cultivate communication as a lifelong skill.



Republic Day Celebration (26/01/2026)

On January 26th, 2026, DSBA celebrated India's Republic Day with pride and patriotism. The campus amphitheatre was adorned with tricolor decorations as faculty, staff, and students gathered for the flag hoisting ceremony. The event featured stirring speeches that reflected on the values of democracy, unity, and progress. Cultural performances, including dance and music, added vibrancy to the occasion. Students showcased their creativity through skits and poetry that honored the spirit of the Constitution. The celebration was not just ceremonial but also educational, reminding everyone of their responsibilities as citizens. The atmosphere was filled with enthusiasm and respect, making it a memorable day for the DSBA community. The event reinforced the importance of national pride alongside academic excellence.



CIL Training – Communication Skills (28/01/2026)

On January 28th, 2026, DSBA hosted a Communication Skills workshop under the Center for Innovation and Learning (CIL). Through role plays, presentations, and group discussions, students practiced clarity, confidence, and adaptability in professional communication. Trainers emphasized both verbal and non-verbal aspects, including body language and active listening, while real-world scenarios connected communication to leadership and teamwork. Personalized feedback helped students refine their skills, leaving them better prepared for interviews, presentations, and corporate interactions.



The Champions of Change – Discovering the True Purpose of Life (28/01/2026 &)

On January 28th & 29th, 2026, DSBA students and faculty visited Government High Schools, for the outreach program “Empowering Young Minds.” The initiative inspired school students through interactive workshops on communication, teamwork, and career awareness. Active participation and mentoring highlighted education’s role in empowerment and social mobility. The event strengthened DSBA’s commitment to community engagement, creating a meaningful exchange where both DSBA and school students felt enriched.



"Disha Bharat Champions of Change- (02/02/26 to 05/02/26)



Disha Bharat - Champions of Change - Swami Vivekananda’s Legacy was held from 2nd Feb 2026 to 5th Feb 2026, organised by MBA 1st Semester students of DSBA. The program inspired participants to move beyond comfort zones, embrace responsibility, and cultivate resilience with a spirit of service. Drawing from the timeless teachings of Swami Vivekananda, students were encouraged to channel their strengths, refine their goals, and step forward with clarity and confidence. The event concluded with renewed enthusiasm and transformative takeaways, shaping future leaders committed not only to success but to contributing meaningfully to society.

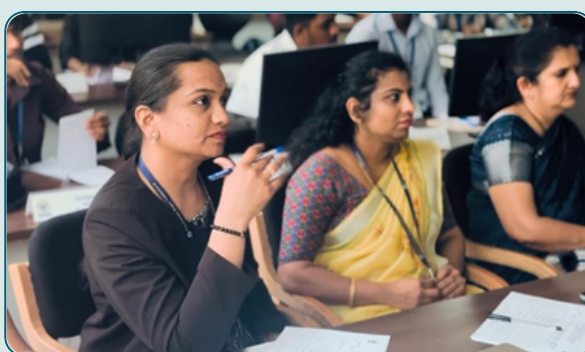
Practical Stock Market Skill Development Program (02/02/26 to 13/02/26)

The Department of DSBA successfully organized a Practical Stock Market Skill Development Program for MBA 1st Semester students from 02-13 February 2026. The program emphasized building strong fundamentals and mastering technical analysis with minimalistic indicators, ensuring students gain practical, responsible trading insights. A key highlight was the introduction of the proprietary Simple Trading System, designed to help learners identify opportunities while understanding market risks. This initiative reflects DSBA's commitment to equipping students with industry-relevant skills and preparing them for the dynamic world of finance.



De-Coding the Union Budget -2026 (9/2/2026)

Vittha Vichar – The Finance Club of Dayananda Sagar Business Academy organized an insightful academic event, “Decoding the Union Budget 2026”, on 9th February 2026. Designed exclusively for MBA I Semester students, the session aimed to deepen their understanding of the Union Budget and its implications for the Indian economy, business environment, and financial decision-making. Students actively engaged in discussions, analyses, and presentations covering fiscal policy, sectoral allocations, taxation reforms, and broader economic impacts. The interactive format encouraged critical thinking and practical insights, making the event a valuable learning experience that connected classroom knowledge with real-world financial developments.



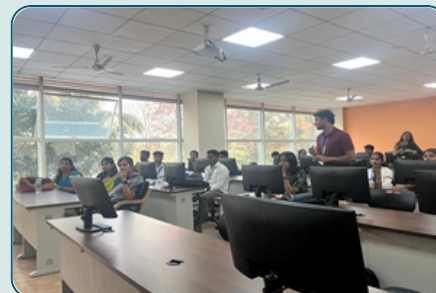
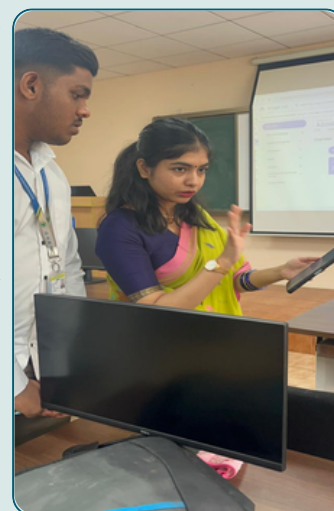
IQAC in Association with CII Yi organises An Orientation Session (13/2/2026)

Dayananda Sagar Business Academy (DSBA), under the aegis of the Internal Quality Assurance Cell (IQAC), hosted an orientation session for first-year students of B.Com, BBA, BCA, and MBA programs on 13th February 2026. Organized by Young Indians (Yi) under the Confederation of Indian Industry (CII), the program introduced students to Yi's vision and the opportunities available through the YUVA initiative. The orientation highlighted pathways for students to engage in projects, networking, and skill development, encouraging them to journey beyond academics and embrace leadership, innovation, and social impact. The session inspired students to actively participate in Yi Bengaluru's initiatives and contribute to building a stronger, united nation. This collaboration reflects DSBA's commitment to fostering industry linkages and empowering students with platforms for holistic growth.



"A Workshop on Driving Business Growth with Google Ads" (16/2/2026)

The DSBA MBA Department at Dayananda Sagar Business Academy hosted an insightful workshop on Driving Business Growth with Google Ads for the MBA Batch 2025-2027 on 16th February 2026. The workshop highlighted the growing importance of digital advertising in today's competitive business environment and shared practical strategies on leveraging Google Ads to enhance visibility, attract customers, and drive measurable growth. Through real-world examples and interactive discussions, students gained a deeper understanding of how data-driven campaigns can transform business outcomes. The session was designed to bridge classroom learning with industry practice, equipping students with actionable insights into digital marketing tools that are increasingly vital for modern managers. The lively interaction between the speaker and participants ensured that the workshop was not only informative but also highly engaging.



NISM's Two days Workshop on Indian Securities Market (19/02/2026 to 20/02/2026)

Dayananda Sagar Business Academy, through its Research & Development Cell and the Institution's Innovation Council, in collaboration with Knowledge Bell Academy, organized a two-day workshop on the Indian Securities Market. The program was conducted on 19th and 20th February 2026. The sessions offered participants a comprehensive understanding of the structure and functioning of the Indian securities market. Students explored key aspects such as investment practices, regulatory frameworks, and the role of securities in strengthening the financial ecosystem. The workshop emphasized practical exposure, enabling learners to connect theoretical knowledge with real-world applications. Designed for B.Com, BBA, BCA Global students, and I Semester MBA students, the program provided an excellent platform to gain clarity on capital market operations and the significance of financial instruments in economic growth. Interactive discussions and case-based learning enriched the experience, making it both informative and engaging.



Flagship Inauguration Ceremony of UNNAT BHARAT ABHIYAN (23/02/2026)

Dayananda Sagar Business Academy proudly inaugurated its flagship initiative under the Unnat Bharat Abhiyan on 23rd February 2026 at 10:00 AM at Kumbalagodu Gram Panchayath. The program marked a significant step in aligning academic institutions with rural development and community empowerment, in line with the vision of the Ministry of Education and AICTE. The ceremony began with a welcome speech, invocation, and lighting of the lamp, followed by an introduction to the objectives of UBA. The unveiling of the banner symbolized DSBA's commitment to fostering sustainable development through education, innovation, and collaboration. This inauguration reflects DSBA's dedication to bridging academia with grassroots development, empowering students to contribute meaningfully to society while strengthening institutional-community partnerships.



Five Days - Art of Living Youth Empowerment and Skills (YES!+) Program (24/02/2026 to 28/02/2026)

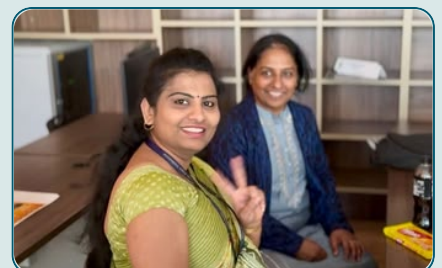
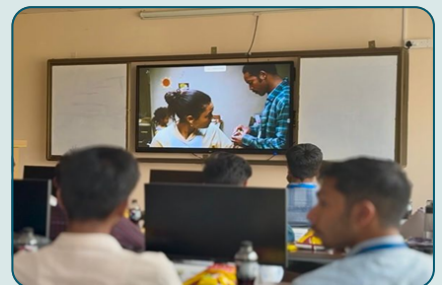


The Department of MBA at Dayananda Sagar Business Academy, in association with the Art of Living International Centre, Bangalore, organized a transformative five-day Youth Empowerment & Skills (YES!+) program exclusively for MBA students. The sessions were held from 24th to 28th February 2026, every afternoon from 1:30 pm to 4:30 pm. The program focused on holistic student development, combining practical skill-building with yoga, meditation, and mindfulness practices. Participants engaged in interactive activities designed to enhance emotional resilience, leadership qualities, and stress management techniques. The initiative aimed to empower students with tools for personal growth, professional success, and overall well-being.



Movie Festival

On 3rd March 2026, DSBA curated an inspiring movie screening session of The Pursuit of Happyness for MBA 1st Semester students, creating a powerful learning experience beyond the classroom. The film's compelling narrative beautifully illustrated the essence of resilience, unwavering perseverance, and focused goal setting. The session sparked meaningful reflection among students, encouraging them to connect the protagonist's journey with real-world challenges and the demands of today's competitive landscape. It reinforced the value of grit, determination, and a positive mindset in achieving success. More than just a screening, the event served as a transformative step in nurturing future leaders—equipping them not only with knowledge, but with the strength of character needed to overcome obstacles and pursue their aspirations with confidence.



YUVA IMPACT PITCH 2026: Inspiring Innovation

YUVA Impact Pitch 2026, an inter-college business plan and pitching competition organized by DSBA on 9th March 2026 for MBA 1st Sem Students, provided a vibrant platform for students to transform ideas into impactful solutions under the theme “Ideate, Build, Validate.” The event featured multiple stages, including idea submission, a preparatory session, and a live pitching round, where teams presented solutions to real-world challenges. Our team showcased FarmLoop, gaining valuable insights into business planning, feasibility, and scalability. The experience enhanced our presentation skills, teamwork, and entrepreneurial thinking, making it a truly inspiring step toward real-world innovation.



DSBA National Conclave on Intellectual Property Rights



Dayananda Sagar Business Academy (DSBA) organized a One-Day National Conclave on “Intellectual Property Rights: Innovation, Commercialisation and Policy Perspectives” on 11th March 2026. The event brought together academia, industry experts, and students to explore the importance of intellectual property in an innovation-driven world. In collaboration with VTPC, Government of Karnataka, the conclave featured expert sessions on patent filing, IP protection, and commercialization, along with IPR abstract presentations by participants. The conclave effectively enhanced awareness on patents, encouraged innovation, and strengthened the link between ideas and real-world impact.



Unnat Bharat Abhiyan – Day 1 Field Visit



On 16th March 2026, MBA 1st Semester students of Dayananda Sagar Business Academy undertook their first field visit under the Unnat Bharat Abhiyan initiative, stepping beyond classrooms into real-world learning. Engaging directly with villagers, students explored rural lifestyles, livelihoods, and key challenges in areas such as education, healthcare, sanitation, and employment. Through surveys and observations, they gained valuable insights into the socio-economic realities of rural communities. The visit proved to be an eye-opening experience, fostering empathy, practical understanding, and a strong sense of social responsibility—an important step toward shaping socially conscious future leaders.



Workshop on Managerial Statistics” Tools for Strategic Insights

The Department of MBA, Dayananda Sagar Business Academy, successfully organized a 3-day workshop on “Managerial Statistics – Tools for Strategic Insights” for I Semester MBA students on 26th, 27th, and 30th March 2026. The sessions were led by Dr. Mohini Bhat, Associate Professor and Coordinator, Christ Academy Institute for Advanced Studies, Bengaluru, who provided valuable insights into the application of statistical tools in managerial decision-making.

The workshop offered a practical learning experience, helping students understand how data-driven approaches can support strategic thinking. Overall, the program enhanced students’ analytical skills and strengthened their ability to make informed business decisions, making it a highly enriching academic initiative.



Outbound Experiential Learning Program

Dayananda Sagar Business Academy (DSBA) successfully organized an Outbound Experiential Learning Activity for MBA I Semester students on 11th and 12th April 2026 at Eagles Unbound Adventure Park. The two-day residential program aimed at fostering leadership, teamwork, communication, problem-solving, and confidence-building skills through a series of experiential and adventure-based activities. The initiative provided students with a valuable opportunity to move beyond traditional classroom learning and engage in practical, team-oriented experiences that promoted personal growth and managerial development. The program witnessed enthusiastic participation from students and was highly appreciated for its interactive and enriching learning environment.



Workshop on Quality Management Systems

Dayananda Sagar Business Academy (DSBA), Department of MBA, organized an insightful workshop on Quality Management Systems for Medical Devices and the Healthcare Segment for I Semester MBA students on 15th April 2026. The session was led by distinguished resource persons from Wipro GE Healthcare, who shared valuable industry perspectives drawn from their extensive professional experience. The workshop provided students with practical exposure to quality systems, regulatory frameworks, and operational excellence in the healthcare and medical devices sector. It also highlighted emerging career opportunities for MBA graduates in areas such as quality assurance, compliance, and healthcare operations. Through such industry-oriented initiatives, DSBA continues to strengthen the connection between academic learning and evolving professional opportunities.



Generative AI: Transforming Higher Education



The Department of Management Studies, in association with IQAC and the Research & Development Cell, DSBA, organised a 5-Day Management Development Program on Generative AI in Higher Education from 15-19 June 2026. The programme provided faculty with hands-on training in AI tools for teaching, research, assessment, and academic productivity while promoting the ethical and effective integration of Generative AI in higher education.



Strategic HR in Modern Organization



The Department of Management Studies (MBA), DSBA, organised an insightful industry expert session on 30 June 2026 for MBA Semester II students. The session offered valuable insights into modern HR practices, leadership development, talent management, and the future of HR in the digital era, effectively bridging academic learning with industry expectations.



Students Achievements

Ms. Dhanya P



Dayananda Sagar Business Academy proudly recognises Ms. Dhanya P, a student of MBA II Semester, for her remarkable accomplishment in sports. She earned the honour of representing Bengaluru University at the University-Level Women's Softball Tournament, held at Lovely Professional University, Punjab, in 2024. Her achievement reflects her commitment, perseverance, and passion for excellence both on and off the field. The DSBA family congratulates Dhanya on this proud milestone and wishes her continued success in her future sporting pursuits.



Mr. Kiran R.

Mr. Kiran R., a student of MBA II Semester, DSBA, has brought laurels to the institution through his commendable achievements in academics and sports. He secured Second Prize in the Collage Making and Presentation on Artificial Intelligence (AI) competition and was also a member of the Runner-Up Cricket Team during the college Sports Day. His achievements reflect creativity, teamwork, and dedication. We congratulate Kiran on these accomplishments and wish him continued success in all his future endeavours.



Mr. Kethan Reddy B

Mr. Kethan Reddy B., student of MBA II Semester, DSBA, has achieved remarkable success by securing Second Position in Decoding the Union Budget Competition, organised by the Finance Club. He was also honoured with the prestigious IP Excellence Award at the National Conclave on Intellectual Property Rights for his outstanding contribution and excellence. These achievements reflect his academic excellence, analytical thinking, and commitment to continuous learning. We congratulate Kethan on his outstanding



Mr. Bharath Chandra Naidu



Recognising his leadership potential and commitment to youth development, Mr. Bharath Chandra Naidu, a student of MBA II Semester, DSBA, was honoured at the Yuva Young Indians Badging Ceremony held on 10 April 2026. He was appointed as the College Yuva Chair and Co-Chair, a prestigious recognition of his leadership qualities and active involvement in student initiatives. This achievement reflects his dedication, leadership, and commitment to making a positive impact within the student community. We congratulate Bharath on this well-deserved honour and wish him continued success in all his future endeavours.

Mr. Harish S

Demonstrating excellence in both finance and intellectual property, Mr. Harish S. of MBA II Semester, DSBA, received the Decoding Union Budget Award, organised by the Finance Club, for his insightful analysis of the Union Budget. He was also honoured with the prestigious IP Excellence Award at the National Conclave on Intellectual Property Rights in recognition of his excellence and contribution in the field of intellectual property. These accomplishments reflect his analytical abilities, academic excellence, and commitment to continuous learning. We congratulate Harish on his remarkable achievements and wish him continued success in all his future endeavours.



Mr. Abhishek S., Ms. Ashwini G., & Ms. Vibha Kashyap

Demonstrating a strong understanding of financial affairs, Mr. Abhishek S., Ms. Ashwini G., and Ms. Vibha Kashyap, students of MBA II Semester, DSBA, were honoured with awards in the Decoding Union Budget Competition organised by the Finance Club for their outstanding analysis and interpretation of the Union Budget. Their achievement reflects their analytical thinking, financial knowledge, and dedication to academic excellence. We congratulate them on this well-deserved recognition and wish them continued success in all their future endeavours.



Mr. VIKAS PATIL



Mr. Vikas Patil, a student of MBA II Semester, DSBA, has been recognised for his outstanding contributions to leadership and social service. His achievements include recognition in the My Bharat National Level Budget Quest 2026, Champions of Change "Disha Bharat", and appreciation for his service as a Senior NSS Volunteer. He also had the privilege of interacting with Hon'ble Minister N. S. Boseraju and Shri Basavaraj Horatti, whose guidance further inspired his commitment to leadership and nation-building. We congratulate Vikas on his remarkable achievements and wish him continued success in all his future endeavours.



Mr. Akash Gaddadaguli & Mr. Niranjan Panda



Mr. Akash Gaddadaguli and Mr. Niranjan Panda, students of MBA II Semester, DSBA, were honoured with the IP Excellence Award at the National Conclave on Intellectual Property Rights in recognition of their outstanding contribution and excellence in the field of intellectual property. Their achievement reflects their academic excellence, innovative thinking, and commitment to learning. We congratulate both students on this prestigious recognition and wish them continued success in all their future endeavours.

Ms. Harshitha N.

Ms. Harshitha N., a student of MBA II Semester, DSBA, has showcased exceptional sporting excellence through her achievements in badminton. She secured First Place in the Women's Doubles Badminton Tournament organised by Battledore Masters and Second Place in the Mixed Doubles Badminton Tournament organised by Shuttle Strikers at Akash Sports Centre, R.R. Nagar, both held on 9 May 2026. She also secured Second Place in the Mixed Doubles Badminton Tournament organised by Brotherhood Badminton at Just Play, Mahadevapura, on 28 June 2026. Her consistent success reflects her dedication, perseverance, and passion for the sport. We congratulate Harshitha on her remarkable achievements and wish her continued success in all her future sporting and academic endeavours.



Placements

DAYANAND SAGAR BUSINESS ACADEMY

CONGRATULATIONS



Bharath Chandra Naidu M H
MBA • 2nd SEMESTER

has been appointed as

PROJECT TRAINEE
STELLANTIS
Global Automotive Group

Wishing him continued success in his career journey!

DAYANAND SAGAR BUSINESS ACADEMY
Department of Management Studies

DAYANAND SAGAR BUSINESS ACADEMY

CONGRATULATIONS



Vikas Patil
MBA • 2nd SEMESTER

has been appointed as

OPERATIONS EXECUTIVE
PUNJAB NATIONAL BANK
Banking & Financial Services

Wishing him continued success in his career journey!

DAYANAND SAGAR BUSINESS ACADEMY
Department of Management Studies

Congratulations !!!

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