



# Dayananda Sagar Institutions (DSI) Dayananda Sagar Business Academy (DSBA)

Opp. Art of Living International Centre, Kanakapura Main Road,  
Udayapura, Bengaluru - 560082.

(Affiliated to Bangalore University & Approved by AICTE, New Delhi)

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# PRATIBIMB

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## **Our Founders who crafted our Institution**

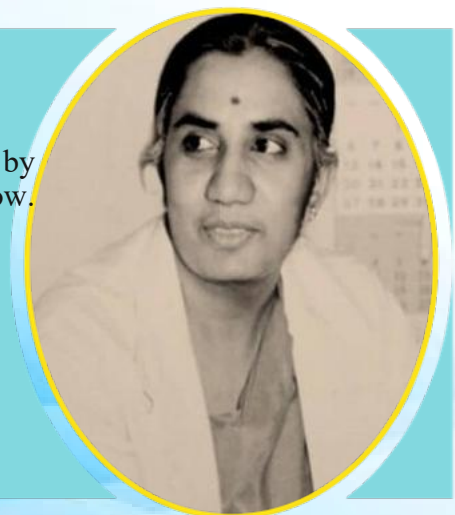


### **Late Shri. R. Dayananda Sagar**

Dayananda Sagar Institution is named in honour of its founder president Late Shri R Dayananda Sagar. He was a great, confident leader who saw no reason why, as an Indian, he could not provide education for all sections of society. Best known for his pivotal role in setting up the Mahatma Gandhi Vidya Peetha Education Trust (MGVP), Late Shri R Dayananda Sagar also played an important role in the education sector of the emerging India.

### **Late Smt. Chandramma Sagar**

Wife of the founder, Late Smt. Chandramma Sagar was a Doctor by profession - a Triple FRCS from London, Edinburgh and Glasgow. She was in the panel of Doctors for the President of India.





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### CLUB OFFICER ORIENTATION AND TRAINING PROGRAM (COTP)

On 11th January 2026, Dayananda Sagar Business Academy participated in the Club Officers Training Program (COTP) hosted by Toastmasters International at Siemens, Electronic City Phase 2, Bengaluru. The program aimed to prepare newly elected club officers for effective leadership and club management.

Experienced Toastmasters leaders conducted sessions on officer responsibilities, meeting management, membership growth, and district goals.

Interactive discussions and experience-sharing activities enhanced participants' leadership, communication, and organisational skills, equipping them with the confidence and knowledge required to lead their clubs effectively while upholding Toastmasters values and standards.

The event also encouraged networking, collaboration, and teamwork among officers from different divisions, fostering stronger professional and leadership connections.

### EXECUTIVE COMMITTEE MEETING OF DSBA TOASTMASTERS CLUB

On 16th January 2026, the DSBA Toastmasters Club conducted its Executive Committee (Excom) Meeting at GO8, Ground Floor, from 1:30 PM to 2:45 PM, under the guidance of Club Co-ordinator Ms. Chaitra N. S. Murthy, Assistant Professor. The meeting was organised with the objective of strengthening leadership clarity and ensuring the smooth functioning of club roles. Centered around the theme, "Leadership Begins with Communication," and the Word of the Day, "Intent," the session emphasised purposeful leadership and coordination. The meeting was presided over by TM Kumarswamy H. S., with TM Sarabjeet serving as Toastmaster of the Day. Supporting role players included TM Shreya M. (Sergeant-at-Arms), TM Yashaswin Gowda P. (Timer), TM Chaitanya (Grammarians), TM Tanmaya (Ah-Counter), and TM Vibha (Table Topics Master). During the Speakers' Session, members shared their experiences of collaborating with other clubs during examinations and joint activities, highlighting teamwork, accountability, and clarity of responsibilities. The Table Topics session further encouraged spontaneous speaking and leadership thinking. The meeting concluded with improved coordination among Excom members, clearer role understanding, and renewed motivation to work collectively towards the club's growth and excellence.





### ORIENTATION PROGRAM ON INTERNSHIP FOR B.COM AND BBA STUDENTS

On 23rd January 2026, the Department of B.Com and BBA organized an Orientation Program on Internship for the 5th Semester B.Com and BBA students.

The session was conducted under the guidance of Dr. Swathi S., Assistant Professor and Head of the Department, B.Com.

The primary objective of the program was to provide students with a clear understanding of the importance of internships in bridging academic learning with practical industry exposure.

Dr. Swathi S addressed the students on internship guidelines, expectations, documentation procedures, and professional conduct to be maintained during the training period.

The orientation emphasized skill development, workplace ethics, and the significance of gaining hands-on experience to enhance employability. The session concluded with an interactive discussion, enabling students to clarify their queries and prepare confidently for their upcoming internship journey.

### REPUBLIC DAY CELEBRATION – HONOURING THE SPIRIT OF THE NATION

The Department of Commerce, Management and Computer Application successfully organized DSBA Model United Nations (MUN) 2026 on 24th and 25th April 2026 at the DSBA Auditorium. The conference witnessed enthusiastic participation from over 280 delegates representing more than 80 colleges across Bengaluru, Karnataka, and other parts of India, providing a vibrant platform for diplomacy, debate, and intellectual exchange.

The inaugural ceremony was graced by distinguished dignitaries including Shri Sudheer K. J., Shri Yatish R., and Principal Dr. Nikitha Sreekanthaswamy.

The conference featured six committees—UNGA, UNSC, UNHRC, AIPPM, WEF, and the International Press Corps—where delegates discussed global and national issues including international peace, human rights, artificial intelligence, economic stability, and constitutional governance.

Participants strengthened their leadership, public speaking, negotiation, research, teamwork, and critical thinking skills through committee sessions and policy deliberations.





### GLOBAL PROGRAM ORIENTATION SESSION 2025-28 – SETTING THE FOUNDATION FOR A GLOBAL ACADEMIC JOURNEY

On 4th February 2026, Dayananda Sagar Business Academy successfully conducted the Global Program Orientation Session for the Batch 2025-28. The session was led by Dr. Nikitha Sreekanthaswamy and attended by first-year Global Program students of B.Com, BBA, and BCA.

Students were introduced to the institution's vision, academic structure, industry-integrated learning opportunities, certification pathways, and global perspectives embedded in the program. The orientation also explained academic regulations, evaluation methods, attendance requirements, mentorship support, and student development initiatives.

Interactive discussions encouraged students to actively participate and develop communication, leadership, critical thinking, and adaptability skills. The session concluded by warmly welcoming the new batch and inspiring them toward a transformative and globally oriented academic journey at DSBA.

### DSBA TOASTMASTERS CLUB – OPEN HOUSE EVENT

On 4th February 2026, the DSBA Toastmasters Club organized an engaging Open House session aimed at introducing students to the enriching experience of Toastmasters.

The event was graced by Mr. Pramod Shentharr, Director at Cipher ACE Technologies Pvt. Ltd. as the distinguished guest speaker. Members of Utthishta Toastmasters Club and the DSBA Toastmasters Club actively participated in the session, making it an interactive and inspiring gathering.

The Open House provided valuable insights into the objectives and benefits of Toastmasters, highlighting how the platform nurtures communication skills, leadership qualities, confidence, and professional growth. Mr. Pramod Shentharr shared his industry perspectives and emphasized the importance of effective communication and continuous self-development in today's competitive world.

The session also featured live meeting role demonstrations and member experiences, giving attendees a clear understanding of club activities and meeting structure. The event concluded with enthusiastic participation and motivated students expressing keen interest in becoming part of the Toastmasters journey.



TOGETHER WE LEAD  
TOGETHER WE GROW



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### DE-CODING THE UNION BUDGET 2026 – AN INSIGHTFUL ACADEMIC INITIATIVE

On 5th February 2026, Dayananda Sagar Business Academy organized an academic event titled “De-Coding the Union Budget 2026” for first-year B.Com, BBA, and BCA students. Coordinated by Ms. Hemavathi S.

the session aimed to enhance students’ understanding of the Union Budget and its economic significance. Students actively analyzed budget announcements, taxation policies, sectoral allocations, and reforms through presentations and discussions.

The event encouraged participants to connect theoretical concepts with real-time economic developments while improving their analytical, financial, and presentation skills.

Interactive discussions promoted critical thinking, collaborative learning, and awareness of fiscal governance. The session concluded with appreciation for the participants’ enthusiasm, preparation, and meaningful contributions toward understanding India’s financial future.

### INDUSTRY CONNECT: ORIENTATION ON INTERNSHIP AND PROJECT – BRIDGING CLASSROOM TO CAREER

On 10th February 2026, the Department of Computer Application at Dayananda Sagar Business Academy, in association with the Institution Innovation Council (IIC), organized an Orientation on Internship and Project for 6th Semester BCA students. The session was delivered by Megha B. S. on the theme “Internship and Project – Bridging Classroom to Career.”

The session highlighted the importance of internships, live projects, industry expectations, and the technical and professional skills required for career readiness. Students gained insights into applying academic knowledge in practical industry environments and understanding the demands of the technology sector.

A key highlight of the event was the signing of a Memorandum of Understanding (MoU) with MEVI Technologies, strengthening industry-academia collaboration and creating opportunities for internships, hands-on learning, and live projects for BCA students.





### ORIENTATION SESSION ON PLACEMENT OPPORTUNITIES AND TRAINING PROCESS FOR BCA STUDENTS

The Department of Computer Applications at Dayananda Sagar Business Academy (DSBA), under the guidance of the Internal Quality Assurance Cell (IQAC), organized an informative orientation session on 12 February 2026 for VI Semester BCA students. The session aimed to familiarize students with upcoming placement opportunities and the training process required for successful career preparation.

The resource person for the session was Mr. Prakash C.H., Manager – Placements and Corporate Relations, Dayananda Sagar University. During the session, he provided valuable insights into corporate expectations, placement opportunities, training procedures, and strategies to enhance career readiness.

The orientation helped students understand the transition from campus to corporate life, while also guiding them on how to effectively prepare for upcoming placement drives. The session proved to be highly beneficial and motivating for the students.

The department expressed sincere gratitude to the management, faculty coordinators, and the esteemed guest speaker for their support in making the session informative and impactful.

### DSBA TOASTMASTERS CLUB CONDUCTS 20TH MEETING ON THE THEME "REWRITE YOUR STORY"

The DSBA Toastmasters Club successfully conducted its 20th meeting on 12 February 2026 at SH4 with the inspiring theme "Rewrite Your Story," encouraging members to embrace change and personal growth. The Word of the Day, "Pivot," highlighted the importance of adaptability and confident decision-making.

The session was presided over by TM Kumarswamy H. S, while TM Yashaswin P. Gowda served as the Toastmaster of the Day. The meeting featured engaging speeches, lively Table Topics, and insightful evaluations, creating an enriching learning experience for all members.

Awards were presented to recognize outstanding performances, including Best Speaker, Best Evaluator, Best Role Taker, and Best Table Topics Speaker. The session was coordinated by Ms. Chaitra N. S. Murthy and reflected the club's commitment to developing communication, leadership, and personal growth among students.





### ORIENTATION SESSION FOR FIRST-YEAR STUDENTS ORGANIZED BY IQAC AND CII YI

Dayananda Sagar Business Academy (DSBA) organized an Orientation Session for the first-year students of B.Com, BBA, BCA, and MBA programs on 13th February 2026. The event was hosted by the Internal Quality Assurance Cell (IQAC) in association with CII Yi to introduce students to the academic environment and opportunities available at the institution.

The session featured FCA Kathiresan R, Co-Chair – YUVA and Founder of OIGA Advisors, as the keynote speaker. He shared valuable insights on industry expectations, professional development, and the importance of building leadership and entrepreneurial skills among students.

A key highlight of the program was the signing of a Memorandum of Understanding (MoU) between CII Yi and DSBA. This collaboration aims to strengthen industry-academia interaction and create opportunities for student engagement, industry exposure, and collaborative initiatives.

The orientation successfully welcomed the new batch of students and set a positive tone for their academic journey, reflecting DSBA's commitment to excellence, innovation, and holistic student development.

### DSBA SIGNS MOU WITH CII YOUNG INDIANS TO STRENGTHEN INDUSTRY-ACADEMIA COLLABORATION

Dayananda Sagar Business Academy (DSBA) proudly announced the signing of a Memorandum of Understanding (MoU) with CII Young Indians (Yi), an initiative of the Confederation of Indian Industry (CII), on 13th February 2026. This collaboration marks an important step toward strengthening industry-academia partnerships and enhancing learning opportunities for students. Through this association, DSBA aims to provide students with greater industry exposure, leadership opportunities, and platforms for professional networking.

The partnership will enable students to participate in Yi's dynamic initiatives, including skill development programs, leadership forums, and nation-building activities. These initiatives are designed to encourage experiential learning and help students develop essential professional and entrepreneurial skills.

The MoU reflects DSBA's commitment to fostering meaningful industry connections and preparing students for successful careers by bridging the gap between academic learning and real-world experience.





### MILANA – ALUMNI REUNION 2026 CELEBRATES THE DSBA SPIRIT

The Department of Commerce, Management and Computer Application at Dayananda Sagar Business Academy (DSBA) organized MILANA – Alumni Reunion 2026 on 14th February 2026, bringing together alumni for an evening filled with nostalgia, laughter, and meaningful connections.

The reunion served as a wonderful platform for former students to reconnect with their batchmates and faculty members while sharing their professional journeys and achievements. The event celebrated the strong bond between the institution and its alumni, reflecting the pride and sense of belonging shared by the DSBA community.

It was heartening to see alumni return to their alma mater, reliving cherished memories and creating new ones. The gathering strengthened professional networks and friendships, reaffirming the spirit that once a DSBAite, always a DSBAite.



### PRE-DEPARTURE MEETING FOR GLOBAL IMMERSION PROGRAM

The Department of Commerce, Management and Computer Application at Dayananda Sagar Business Academy (DSBA) conducted a Pre-Departure Meeting for the Global Immersion Program on 16th February 2026. The session was led by Ms. Chaitra N. S. Murthy, Assistant Professor, DSBA, to prepare students for their upcoming international learning experience.

The meeting focused on guiding students about discipline, professionalism, and the responsibility of representing the institution with pride during the program. Students were encouraged to view the experience not just as a trip but as an opportunity for global exposure, experiential learning, and personal transformation.

The session highlighted the importance of stepping beyond the classroom to gain international perspectives, develop leadership skills, and build confidence. As participants of the Global Immersion Program, the students are set to embark on a journey of learning, cultural exchange, and professional growth, carrying forward the values and excellence of DSBA.





### IBM SKILLS BUILD TRAINING ON ARTIFICIAL INTELLIGENCE FUNDAMENTALS

The Placement Cell and Institution's Innovation Council (IIC) of Dayananda Sagar Business Academy (DSBA) organized the IBM Skills Build – Artificial Intelligence Fundamentals Training from 17th to 19th February 2026 for BBA 2nd Semester 'A' and 'B' Section students (Batch 2025).

The training session was conducted by expert trainers from Magic Bus, who introduced students to the fundamentals of Artificial Intelligence and its growing role in today's digital world. The program covered important topics such as the basics of AI, real-world applications, career opportunities in the AI field, and industry-relevant skill development.

The initiative aimed to equip students with future-ready technological knowledge and help bridge the gap between academic learning and industry expectations. The session proved to be highly informative and inspiring, encouraging students to explore emerging opportunities in the field of Artificial Intelligence.

The institution expressed its gratitude to the trainers and organizing team for conducting a meaningful and impactful training program that empowered students with valuable AI insights.

### TWO-DAY NISM CERTIFIED WORKSHOP ON INDIAN SECURITIES MARKET

The Research and Development Cell and the Institution's Innovation Council (IIC) of Dayananda Sagar Business Academy (DSBA), in collaboration with Knowledge Bell Academy, organized a two-day NISM Certified Workshop on the Indian Securities Market from 19th to 20th February 2026. The workshop was conducted by Mr. Vinod Tantri, Founder of Knowledge Bell Academy, who served as the trainer and mentor for the program. The session aimed to provide students with practical knowledge of the financial markets and deepen their understanding of investment practices. Students from B.Com, BBA, BCA Global programs and I Semester MBA actively participated in the workshop. The training covered key topics such as capital market structures, investment strategies, trading mechanisms, and regulatory frameworks of the Indian financial markets.

The workshop provided valuable insights and hands-on learning opportunities, helping students strengthen their financial literacy and analytical skills. This initiative reflects DSBA's commitment to bridging the gap between academic learning and industry practice while preparing students to become informed investors and future finance professionals.





### ORAL CARE & WELL-BEING – SMILEATHON 2026 AWARENESS SESSION

The Department of Commerce, Management and Computer Application at Dayananda Sagar Business Academy (DSBA) organized an awareness program titled “Oral Care, Well-Being and Smileathon 2026” on 20th February 2026 for the B.Com, BBA, and BCA students.

The session featured distinguished speakers including Dr. Aksshay Shetty, Vice President of the Indian Dental Association, Bangalore and Consultant at Narayana Hrudayalaya, Dr. Satheesh, Founder and Director of Sakti Smile Craft, and Ms. Nikhila Hallikeri, Software Engineer at Gainwell Technologies. The speakers highlighted the importance of oral hygiene, overall well-being, and maintaining a confident smile in both personal and professional life.

The program aimed to create awareness among students about adopting healthy habits and understanding the role of oral health in boosting confidence and personality development. The interactive session encouraged students to prioritize their health and well-being while building a positive and confident outlook.

The event successfully inspired students to maintain healthier lifestyles and reinforced the message of building healthier smiles and stronger confidence together.



### INAUGURATION OF UNNAT BHARAT ABHIYAN INITIATIVE FOR RURAL DEVELOPMENT

Dayananda Sagar Business Academy (DSBA), in association with the Ministry of Education, Government of India, inaugurated its flagship Unnat Bharat Abhiyan (UBA) initiative on 23rd February 2026 at the Kumbalgodu Gram Panchayat. The program marked an important step toward promoting sustainable rural development and strengthening community engagement.

The ceremony was graced by Sri S. T. Somashekhar, Hon'ble MLA of Yeshwanthapura Constituency, who appreciated DSBA's efforts in involving students in addressing grassroots challenges and contributing to rural upliftment.

Under this initiative, DSBA has adopted five villages—Kumbalgodu, Kaniminike, Kambipura, Agara, and Chikkanahalli—to work on key areas such as sustainable agriculture, water resource management, waste management, and community development. The program aims to enable students to develop practical solutions and village development plans while gaining real-world exposure.

The initiative reflects DSBA's commitment to social responsibility, sustainable development, and nation-building, while empowering students to become responsible leaders who contribute positively to society.





### FIVE-DAY CERTIFICATION PROGRAM ON EXCEL, ADVANCED EXCEL & POWER BI

The Department of Commerce and Management organized a five-day Certification Program on Excel, Advanced Excel, and Power BI in association with ExcelR from 24th to 28th February 2026 for II Semester B.Com and BBA students (Batch 2025-28).

The training sessions were conducted by expert trainers Mr. Nityananda, Mr. Syed Khizer, and Mr. Saravanan from ExcelR. The program focused on enhancing students' practical knowledge in data analysis, spreadsheet management, and business intelligence tools.

During the workshop, students gained hands-on experience in Excel functions, advanced data analysis techniques, and Power BI for data visualization, enabling them to develop industry-relevant analytical skills.

The certification program aimed to equip students with practical and career-oriented knowledge, preparing them for future opportunities in the fields of business analytics and data-driven decision-making.



### GLOBAL IMMERSION PROGRAM – MALAYSIA 2026 | DAY 1 (27/02/2026)

Day 1 of the Global Immersion Program to Malaysia for the VI Semester B.Com, BBA, and BCA students of Dayananda Sagar Business Academy (DSBA), organized by the Department of Commerce, Management and Computer Application in association with EWOL, commenced on 27th February 2026 with enriching cultural and experiential learning.

The day began with a visit to Putrajaya, where students explored the iconic Putra Mosque, admired for its striking pink dome and serene lakeside setting. The group also visited Putrajaya Lake and witnessed the architectural brilliance of the Seri Wawasan Bridge, reflecting Malaysia's modern engineering excellence.

The cultural journey continued at Jonker Street, offering vibrant insights into local heritage, crafts, and cuisine. The day concluded with a visit to A Famosa, the historic Portuguese fortress, providing a glimpse into Malaysia's rich past.

The first day set the tone for a meaningful global exposure, blending education with real-world experiences beyond the classroom.





## GLOBAL IMMERSION PROGRAM – MALAYSIA 2026 | DAY 2 (28/02/2026)

Day 2 of the Global Immersion Program to Malaysia for the VI Semester B.Com, BBA, and BCA students of Dayananda Sagar Business Academy (DSBA), organized by the Department of Commerce, Management and Computer Application in association with EWOL, was held on 28th February 2026, offering valuable insights into Malaysia's economic, cultural, and commercial landscape.

A key highlight of the day was the visit to the Museum Bank Negara Malaysia, where students explored interactive exhibits on the evolution of economics and finance, along with notable art collections from the region. The experience provided practical exposure to financial systems and economic history.

The students also toured Kuala Lumpur, visiting the Chocolate Gallery to learn about Malaysia's cocoa industry. At Central Market, they engaged with traditional crafts and local culture, while the visit to Berjaya Times Square showcased the scale and vibrancy of modern retail and urban lifestyle.

Overall, Day 2 blended finance, culture, and commerce, reinforcing the importance of experiential learning and global perspective beyond the classroom.



## A SESSION ON DATA ANALYTICS AND DATA SCIENCE

The Department of Computer Application, in association with the Placement Cell, organized an insightful session on Data Analytics and Data Science on 28th February 2026 for the II and IV Semester BCA students.

The session was delivered by Ms. Sarah C.H., Business Analyst at Lowe's and a proud DSBA alumna. She shared valuable industry insights on the growing importance of data analytics and data science, highlighting career opportunities, essential skills, and real-world applications in today's data-driven environment.

Through practical examples and interactive discussion, students gained a clearer understanding of how data is used to drive business decisions and innovation.

The session proved to be highly engaging and informative, inspiring students to explore emerging career paths in analytics and technology.





### FROM CRAFTSMANSHIP TO CULTURE: DAY 3 OF DSBA'S MALAYSIA IMMERSION

Day 3 of the Global Immersion Program to Malaysia was an enriching blend of experiential learning and cultural exploration for the VI Semester B.Com, BBA, and BCA students of Dayananda Sagar Business Academy, organized in association with EWOL.

The day began with a hands-on workshop at Royal Selangor, where students participated in the “School of Hard Knocks” session and experienced the art of pewter crafting by creating their own designs. The activity encouraged creativity, precision, and appreciation for traditional craftsmanship.

The journey continued to Genting Highlands, where students enjoyed breathtaking views and an exciting cable car ride at 1800 metres above sea level. The day concluded with a visit to the iconic Batu Caves, where students explored its cultural and spiritual significance. Overall, the experience provided global exposure, cultural appreciation, and memorable learning beyond the classroom.

### DSBA STRENGTHENS GLOBAL TIES WITH SUNWAY UNIVERSITY MOU

Dayananda Sagar Business Academy (DSBA) marked a significant milestone on 2nd March 2026 by signing a Memorandum of Understanding (MoU) with Sunway University in collaboration with Sunway Business School. This partnership reflects DSBA's commitment to expanding its global academic footprint and fostering international collaboration.

The MoU signing ceremony was held at Sunway University in the presence of distinguished academic leaders including Sibrandes Poppema, President & Vice-Chancellor of Sunway University; Zaheer Anwer, Dean (Internationalisation), Sunway Business School; Jade Thum Yun Seong; and Farah Iryanie Zaruddin. The event was formalized in the presence of DSBA's Principal, Nikitha Sreekantha, whose vision continues to drive the institution toward global excellence.

This collaboration aims to promote global academic exchange, joint research initiatives, faculty collaboration, and industry-aligned international programs. It also provides students with enhanced global exposure and cross-border learning opportunities.

The MoU signifies more than a formal agreement—it represents a shared vision to nurture globally competent leaders, encourage innovation, and create impactful academic experiences beyond geographical boundaries.





### FROM ANALYSIS TO ACTION: DSBA STUDENTS GAIN STRATEGIC INSIGHTS AT SUNWAY UNIVERSITY

As part of the Global Immersion Program to Malaysia, Day 4 (2nd March 2026) featured an engaging academic session for VI Semester B.Com, BBA, and BCA students of Dayananda Sagar Business Academy, organized in association with EWOL and hosted at Sunway University.

The session, titled "From Analysis to Action: A Brief Introduction to the Corporate Strategic Report," was delivered by Koon Vui Yee, with additional insights from Noman Arshed. Students explored analytical tools such as PESTEL Analysis, Porter's Five Forces, and Competitive Strength Assessments to understand industry environments and market positioning.

The session emphasized applying strategic concepts to real-world business challenges, helping students strengthen critical thinking, analytical abilities, and decision-making skills required for the global business environment.

### EXPLORING OPPORTUNITIES: DAY 5 OF GLOBAL IMMERSION PROGRAM IN MALAYSIA

Day 5 (3rd March 2026) of the Global Immersion Program to Malaysia continued to offer enriching experiences for the VI Semester B.Com, BBA, and BCA students of Dayananda Sagar Business Academy (DSBA). The program, organized by the Department of Commerce, Management and Computer Application in association with EWOL, focused on broadening students' global outlook and academic exposure.

The day was designed to provide students with deeper insights into international education and professional opportunities. Through curated sessions and interactions highlighted in the program brochure, students gained awareness about global academic pathways, industry expectations, and emerging career prospects in an international context.

The activities of the day encouraged students to explore new perspectives, engage with diverse ideas, and reflect on their academic and career aspirations. It served as a valuable platform for students to understand the importance of global exposure in shaping future-ready professionals.

The program reinforced DSBA's commitment to nurturing globally competent students by providing them with meaningful learning experiences beyond the classroom.





### DSBA TOASTMASTERS CLUB HOSTS ITS 22ND MEETING

On 5<sup>th</sup>, 6<sup>th</sup> and 8<sup>th</sup> March 2026, the Toastmasters Club of Dayananda Sagar Business Academy (DSBA) successfully conducted its 22nd meeting, bringing together enthusiastic members for an engaging and enriching session.

The meeting was guided by Ms. Chaitra N S Murthy, Assistant Professor at DSBA, who played a key role in mentoring and encouraging participants. The session provided a dynamic platform for members to enhance their public speaking, leadership, and communication skills through prepared speeches, impromptu sessions, and constructive evaluations.

Members of the Toastmasters Club actively participated, showcasing confidence, creativity, and continuous improvement in their speaking abilities. The interactive nature of the meeting fostered a supportive learning environment, helping participants overcome stage fear and develop effective presentation skills.

Organized by Dayananda Sagar Business Academy, the event reflected the institution's commitment to holistic student development by nurturing essential soft skills alongside academic excellence.



### DSBA CONDUCTS MODEL UNITED NATIONS (MUN) ORIENTATION SESSION

On 6th March 2026, the Department of Commerce, Management and Computer Application at Dayananda Sagar Business Academy (DSBA) organized an engaging Model United Nations (MUN) Orientation Session for I Semester BBA, B.Com, and BCA students.

The session was led by Yeshwant C R, Secretary General of DSBA MUN, who introduced students to the fundamentals of MUN, including its structure, procedures, and significance in understanding global governance and international relations. He also highlighted the importance of key skills such as public speaking, negotiation, leadership, and critical thinking that are developed through MUN participation.

The orientation witnessed enthusiastic involvement from students, reflecting their keen interest in exploring global issues and enhancing their analytical and communication abilities. The session served as a valuable platform to inspire students to actively participate in MUN conferences and broaden their global perspective.

The initiative reaffirmed DSBA's commitment to empowering students to become confident leaders and responsible global citizens.





### STUDENT ACCOLADES AT TOASTMASTERS AREA CONTEST – A PROUD ACHIEVEMENT

On 8th March 2026, members of the Toastmasters Club of Dayananda Sagar Business Academy brought laurels to the institution at the Division A, Area 03, District 121 Area Contest held at the Mphasis Campus.

TM Ishitha P Bhat secured 1st Place in Table Topics and has been selected to represent at the Division Level Contest scheduled on April 19.

TM Kumarswamy HS achieved 2nd Place in the International Speech Contest and was also recognized for his outstanding contribution. Additionally, TM Shreya received recognition for her outstanding performance.

Their remarkable achievements reflect confidence, eloquence, and dedication, truly embodying the spirit of Toastmasters.

The accomplishment stands as a proud moment for the institution, inspiring fellow students to develop their communication and leadership skills.

### INAUGURATION OF NATIONAL CONCLAVE ON INTELLECTUAL PROPERTY RIGHTS

Dayananda Sagar Business Academy (DSBA) successfully organized a One-Day National Conclave on “Intellectual Property Rights: Innovation, Commercialisation and Policy Perspectives” on 11 March 2026 at the DSBA Auditorium.

The conclave was conducted by the Internal Quality Assurance Cell (IQAC), Research & Development Cell, and Institution’s Innovation Council (IIC), in collaboration with the Visvesvaraya Trade Promotion Centre. The event brought together faculty, researchers, students, and innovators, creating a platform for meaningful dialogue on intellectual property, innovation, and commercialization.

The inaugural session was guided by Dr. Nikitha Sreekantha, whose leadership emphasized the importance of fostering a strong research culture and innovation-driven learning environment.

The conclave featured distinguished speakers including Ms. Mithila Holla, Prof. Sangeeta Murali, Dr. Sarasija Padmanabhan, and Dr. Brinda Varma, who shared valuable insights on intellectual property rights, innovation ecosystems, and policy frameworks.

The event marked a significant step towards empowering innovation, protecting ideas, and enabling market impact within the academic and research community.





### DSBA TOASTMASTERS 23RD MEETING: THE FUTURE IS WRITTEN

The Toastmasters Club of Dayananda Sagar Business Academy successfully conducted its 23rd meeting on 12 March 2026, centered around the inspiring theme “The Future is Written.” The session witnessed active participation from club members, fostering communication, leadership, and public speaking skills.

The meeting was coordinated by Ms. Chaitra N S Murthy, who ensured the smooth execution of the session. TM Sarabjeet Singh (SAA) set the stage, followed by TM Ananya Vidhya as the Presiding Officer. The session was effectively led by TM Shama. The evaluation segment was headed by TM Ishitha Bhat, with support from TM Mohith (Timer), TM Tanyashree (Ah-Counter), and TM Prateeksha (Grammarian), contributing to constructive feedback and session quality. An engaging Table Topics session, conducted by TM Shloka Pokal, encouraged spontaneous speaking and active member participation. Adding to the interactive spirit, TM Lakshmi R led a lively quiz session that enhanced learning in a fun way.

The meeting concluded with detailed evaluations and insightful reports, highlighting key takeaways and growth opportunities. The session reflected enthusiasm, collaboration, and continuous learning, making it another impactful gathering for all members.

### WOMEN'S DAY CELEBRATION AT DSBA

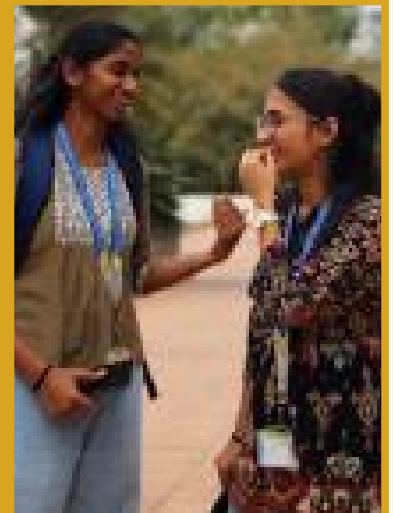
The Department of MBA at Dayananda Sagar Business Academy (DSBA) celebrated International Women's Day on 12 March 2026 with great enthusiasm and appreciation for the contributions of women faculty and staff.

The event was graced by Ms. Rani Srinivas, who highlighted the significance of women's empowerment, leadership, and their vital role in shaping society and education.

Her address inspired attendees to continue striving for excellence and equality in all spheres.

The celebration brought together women faculty and staff of DSBA, creating a warm and engaging platform to recognize their achievements, dedication, and invaluable contributions to the institution.

The event concluded on a positive note, reinforcing the spirit of empowerment, unity, and appreciation, making it a memorable occasion for all participants





### INTERCLASS SPORTS COMPETITION AT DSBA

Dayananda Sagar Business Academy (DSBA) organized an exciting Interclass Sports Competition on 13th and 14th March 2026, under the banner of the Chakravyuha Sports Club. The event witnessed enthusiastic participation from UG students, promoting teamwork, sportsmanship, and a healthy competitive spirit.

The competition was coordinated by Mr. Prakasha, who ensured the smooth conduct of all sporting events. Students actively engaged in various indoor and outdoor games, showcasing their athletic skills, coordination, and team spirit.

The event created a vibrant and energetic atmosphere across the campus, encouraging students to step beyond academics and embrace physical fitness and collaboration. It also provided a platform for students to build camaraderie and display their talents in sports.

The Interclass Sports Competition concluded successfully, leaving participants with memorable experiences and reinforcing the importance of discipline, unity, and holistic development.

### TOASTMASTERS LINKERS MEETING – 24TH SESSION AT DSBA

The Toastmasters Club of Dayananda Sagar Business Academy (DSBA) successfully conducted its 24th meeting on 14 March 2026 as a special Linkers Meeting in collaboration with Professional Orators and Leaders Toastmasters Club. The session provided members with a valuable platform to interact, learn, and grow through shared experiences.

The meeting featured distinguished Toastmasters including Vavunish Garg, Yashaswin Gowda P, and Dr Anand Lakahande, who brought in diverse perspectives and enriched the session with their expertise in public speaking and leadership.

The collaborative format of the Linkers Meeting encouraged dynamic participation, idea exchange, and exposure to varied speaking styles. Members actively engaged in different segments, enhancing their communication skills and confidence.

The session concluded on a high note, leaving participants inspired and motivated. It was yet another impactful meeting that strengthened the Toastmasters learning experience at DSBA through collaboration and continuous improvement.





### UNNAT BHARAT ABHIYAN FIELD VISIT – BRIDGING CLASSROOMS WITH COMMUNITIES

Dayananda Sagar Business Academy (DSBA), in association with the Ministry of Education, organized a field visit under the Unnat Bharat Abhiyan on 16 March 2026 at Kanminike Village.

As part of this initiative, MBA 1st Semester students undertook a survey-based field visit aimed at gaining real-world exposure to rural life and community development. The visit provided students with an opportunity to interact directly with villagers and understand key aspects such as livelihoods, education, healthcare, sanitation, and employment. Through surveys, observations, and meaningful engagement with the local community, students were able to bridge the gap between theoretical knowledge and practical realities. The experience enriched their understanding of socio-economic challenges and encouraged them to think critically about sustainable and inclusive development.

The visit also fostered a sense of social responsibility, empathy, and commitment towards nation-building among students. It reflected DSBA's vision of delivering holistic management education that extends beyond classrooms and contributes to real societal impact.



### DSBA MUN ORIENTATION: PREPARING FUTURE GLOBAL LEADERS

The Department of Commerce, Management and Computer Application at Dayananda Sagar Business Academy (DSBA) organized the DSBA Model United Nations (MUN) Orientation on 17 March 2026 for IV Semester BBA, B.Com, and BCA students.

The session was led by Yeshwant C R, who introduced students to the fundamentals of Model United Nations, including procedures, roles, and the importance of diplomacy, negotiation, and global awareness.

The orientation provided valuable insights into how MUN simulations function, encouraging students to actively participate and enhance their skills in public speaking, critical thinking, and international relations. It also served as a platform to inspire students to engage in discussions on global issues and develop leadership qualities.

The session concluded with enthusiastic participation, setting the stage for future MUN activities at DSBA and nurturing students to become confident, informed, and responsible global citizens.





### ORIENTATION SESSION ON NISM STUDY TOUR

The Department of Commerce and Computer Application at Dayananda Sagar Business Academy (DSBA) conducted an orientation session on 18 March 2026 for 1st Year Global B.Com and BCA students regarding the upcoming NISM Study Tour.

The session aimed to familiarize students with the objectives, structure, and learning outcomes of the study tour, providing them with a clear understanding of its academic and practical significance. Students were briefed on the schedule, key activities, and expected exposure to financial markets and industry practices through the program.

The initiative is aligned with the vision of National Institute of Securities Markets, which focuses on enhancing financial education and market awareness among students.

The session encouraged students to actively participate in the study tour, highlighting the opportunity to gain experiential learning, industry insights, and practical knowledge beyond the classroom. It concluded with an interactive discussion, addressing student queries and building excitement for the upcoming academic experience.



### UPSKILL 360°: EMPOWERING FUTURE-READY CAREERS AT DSBA

Dayananda Sagar Business Academy (DSBA), Bengaluru, in association with AIESEC, successfully organized UpSkill 360° on 20 March 2026—an immersive dual-track initiative designed to accelerate careers and future-proof student skillsets.

The event featured engaging sessions led by Sanjeev Sukumaran and Pradeep Menon, who shared valuable insights on career growth and emerging industry trends.

A key highlight was the Career Acceleration Lab, which guided students in gaining clarity about their strengths, thinking strategically, and building personalized career roadmaps. Another insightful session, The Future of Influence: AI x Marketing, explored the transformative role of artificial intelligence in branding, content creation, and digital engagement.

Adding an element of fun and interaction, the “Spin the Wheel” activity created an engaging and rewarding experience for participants.

The initiative provided students with a dynamic platform to enhance industry readiness, explore evolving trends, and develop essential 21st-century skills—truly embodying the spirit of learning, innovation, and transformation.





### NISM STUDY TOUR – DAY 1: EXPLORING FINANCIAL MARKETS

The 1st Year Global B.Com and BCA students of Dayananda Sagar Business Academy (DSBA) commenced their NISM Study Tour in Mumbai on 23 March 2026, organized by the Department of Commerce and Computer Application. The academic sessions were guided by Mr. Amit Trivedi and Dr. Shreyas Vyas, who provided valuable insights into the functioning of financial markets.

The first session introduced students to mutual funds and the fundamentals of the securities market, helping them understand key concepts, market participants, and the role of regulated investment channels.

The second session focused on career opportunities in finance and capital markets, highlighting emerging roles that integrate commerce, technology, and data-driven decision-making—relevant for both B.Com and BCA students.

The day provided a strong conceptual foundation and practical perspective, setting the stage for deeper learning and engagement with the dynamic world of financial services throughout the study tour.

### NISM STUDY TOUR – DAY 2: VISIT TO NATIONAL STOCK EXCHANGE

As part of the NISM Study Tour, the 1st Year Global B.Com and BCA students of Dayananda Sagar Business Academy (DSBA) continued their experiential learning journey on 24 March 2026 with an insightful visit to the National Stock Exchange of India in Mumbai.

During the visit, students interacted with resource persons from NSE and gained firsthand exposure to the functioning of financial markets and real-time trading systems.

The session provided practical insights into trading mechanisms, market operations, and the role of technology in modern financial ecosystems, complementing their academic learning.

The day also included a visit to the iconic Gateway of India, offering students a glimpse into the cultural and historical richness of the city.

This enriching experience highlighted DSBA's commitment to providing industry exposure, experiential learning, and a well-rounded global perspective, enabling students to connect classroom knowledge with real-world applications.





### NISM STUDY TOUR – DAY 3: DEEPENING INSIGHTS INTO FINANCIAL MARKETS

The 1st Year Global B.Com and BCA students of Dayananda Sagar Business Academy (DSBA) continued their enriching NISM Study Tour on 25 March 2026 with insightful academic sessions organized by the Department of Commerce and Computer Application.

The sessions were conducted by Mr. Vjay Kanchan and Dr. Meraj Inamdar, who provided in-depth knowledge on key aspects of financial markets and investment practices.

Students gained a deeper understanding of market analysis, investment strategies, and the evolving role of technology in financial decision-making. The sessions emphasized practical applications and real-world relevance, enabling students to connect theoretical concepts with industry practices.

The day further strengthened students' knowledge base and analytical skills, contributing to their overall understanding of the financial ecosystem and preparing them for future opportunities in the field of finance and technology.



### STATE-LEVEL WORKSHOP ON AI IMPACT

The Department of Commerce at Dayananda Sagar Business Academy (DSBA) organized a State-Level One-Day Workshop on AI Impact on 23 March 2026, in association with the Karnataka Editors and Reporters Association.

The session was coordinated by Dr. Soumya R and was attended by 2nd Semester B.Com 'A' Section students. The workshop provided valuable insights into the growing influence of artificial intelligence across media, business, and communication sectors.

Students were introduced to the transformative role of AI in content creation, data analysis, and digital reporting, along with discussions on ethical considerations and future challenges.

The session encouraged participants to understand the evolving technological landscape and its impact on professional practices.

The workshop proved to be an enriching learning experience, equipping students with knowledge on emerging trends and preparing them to adapt to the rapidly changing digital world.





### DSBA TOASTMASTERS DEMO MEETING – ELEVATE EVERY VOICE

The Toastmasters Club of Dayananda Sagar Business Academy conducted a dynamic Demo Meeting – Legacy Club on 26 March 2026, centered around the inspiring theme “Elevate Every Voice.”

The session witnessed enthusiastic participation from members, fostering communication and leadership skills.

The meeting was coordinated by Ms. Chaitra N S Murthy, with TM Chaithanya serving as the Sergeant at Arms.

The session was presided over by TM Tanmaya, while TM Bindushree effectively led the proceedings. The evaluation segment was managed by TM Punyashree, supported by TM Shreshta (Timer), TM Rahul (Ah-Counter), and TM Syed Shama Parveen (Grammarian), ensuring constructive feedback and structured learning.

A key highlight of the meeting was the prepared demo speech by TM Pranaam, showcasing clarity, confidence, and effective delivery, followed by insightful feedback from TM Prasad.

The Table Topics session, conducted by TM Sudhanva, encouraged spontaneity and quick thinking among participants.

The meeting reflected energy, confidence, and continuous learning, standing as a testament to personal growth and effective communication among Toastmasters members at DSBA.



### RESUME BUILDING WORKSHOP

The Placement Cell of DSBA organized a “Resume Building Workshop” on 7th April 2026 for IV Semester B.Com ‘A’ and ‘B’ Section students. The session was conducted by Ms. Rani Srinivas, Assistant Professor, DSBA and former General Manager – HR at Café Coffee Day, who shared practical insights on creating professional and impactful resumes.

The workshop focused on essential aspects of resume writing, including proper formatting, highlighting skills and achievements, and aligning resumes with industry expectations. Students also gained valuable guidance on common mistakes to avoid and techniques to improve their employability.

The interactive session enhanced students’ understanding of professional presentation and career preparedness, reflecting DSBA’s commitment to developing industry-ready skills among students.



### TOASTMASTERS – LEGACY CLUB INSTALLATION CEREMONY

The Toastmasters Club of DSBA organized the “Legacy Club Installation Ceremony” on 2nd April 2026 under the guidance of Ms. Chaitra N. S. Murthy, Assistant Professor, DSBA. The event marked the official installation of the newly elected office bearers and celebrated the club's commitment to fostering leadership, communication, and personal development among students.

The ceremony highlighted the importance of effective communication, confidence building, and leadership skills in both academic and professional life. The newly installed office bearers pledged to lead the club with dedication and create opportunities for members to enhance their public speaking and interpersonal skills.

The event witnessed enthusiastic participation from students and faculty members, making it an inspiring and memorable occasion. It also provided an opportunity to acknowledge the contributions of the outgoing team while welcoming the new leadership with enthusiasm and optimism.

The ceremony concluded on a positive note, reinforcing the Toastmasters mission of nurturing confident communicators and future leaders within the DSBA community.



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## ZYROS 2026 INTER COLLEGIATE FEST

Dayananda Sagar Business Academy (DSBA) successfully organized ZYROS 2026, its flagship Inter-Collegiate Tech, Management, and Cultural Fest, on 8th and 9th April 2026. The two-day extravaganza brought together students from various institutions, creating a vibrant platform for intellectual exchange, healthy competition, and artistic expression.

The fest featured an exciting lineup of technical, management, and cultural events designed to challenge participants and showcase their diverse talents. Management events tested strategic thinking, leadership, and decision-making skills, while technical competitions encouraged innovation, problem-solving, and technological expertise. The cultural segment added color and energy to the fest, with participants enthralled audiences through captivating performances in music, dance, fashion, and other creative competitions.

The campus buzzed with enthusiasm as students engaged in competitive events, networking opportunities, and collaborative learning experiences. The event not only celebrated academic and extracurricular excellence but also fostered teamwork, confidence, and professional growth among participants.

With remarkable participation, meticulous planning, and overwhelming enthusiasm from students, faculty, and organizers, ZYROS 2026 emerged as a resounding success. The fest reinforced DSBA's commitment to nurturing well-rounded individuals by providing opportunities that extend beyond the classroom and inspire students to innovate, lead, and excel.

ZYROS 2026 concluded with unforgettable memories, strengthened friendships, and a spirit of achievement, leaving participants inspired to pursue greater milestones in their academic and professional journeys.



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## FLASH MOB

The Department of Commerce, Management, and Computer Applications of DSBA organized a vibrant Flash Mob on 2nd April 2026, filling the campus with enthusiasm and excitement. Students, teaching faculty, and non-teaching staff actively participated, making the event a memorable celebration of unity and creativity.

The lively performances, synchronized choreography, and energetic music captivated the audience and showcased the talent and teamwork of the participants. The event provided an opportunity for members of the DSBA community to come together, interact, and strengthen their bonds beyond the classroom environment.

The Flash Mob added color and vibrancy to campus life while promoting a spirit of collaboration and inclusivity.

It concluded on a high note, leaving everyone with joyful memories and reflecting the strong sense of togetherness that defines the DSBA family.



## ZYROS 2026 – INTER-COLLEGIATE FEST: TECHWHIZ

Techwhiz, a flagship event of Zyros 2026 – the Inter-Collegiate Fest of DSBA, brought together talented students from various colleges to showcase their technical knowledge, creativity, and problem-solving abilities.

The event featured exciting technology-based competitions and interactive activities that encouraged innovation, teamwork, and analytical thinking among participants.

Students enthusiastically participated in the event, making Techwhiz a vibrant platform for learning, networking, and healthy competition.

The program successfully highlighted the importance of technology and digital skills in today's dynamic academic and professional environment, adding great energy and excitement to Zyros 2026.





### ZYROS 2026 – INTER-COLLEGIATE FEST: REEL MANIA

Day 1 of Zyros 2026, organized by Dayananda Sagar Business Academy, commenced with great enthusiasm and active participation from UG and PG students representing various colleges across Bengaluru and Karnataka.

The fest began with the registration process and inaugural ceremony, creating an energetic and vibrant atmosphere on campus. One of the major highlights of the day was “Reel Mania,” which offered students a platform to showcase their creativity, storytelling, editing, and digital content creation skills.

The event received an overwhelming response and reflected the innovation and talent of the participants. Other exciting competitions such as Best Manager, Business Quiz, Code Nova, Tech Whiz, and Finance Treasure Hunt encouraged analytical thinking, teamwork, leadership, and problem-solving abilities among students. The smooth execution and enthusiastic participation made Day 1 of Zyros 2026 a memorable celebration of creativity, talent, innovation, and competitive spirit.



### ZYROS 2026 – INTER-COLLEGIATE FEST: BGMI

As part of Zyros 2026, Dayananda Sagar Business Academy organized the BGMI competition, which witnessed enthusiastic participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event created an exciting and competitive atmosphere, bringing together gaming enthusiasts to showcase their strategic thinking, coordination, and teamwork skills.

Participants displayed exceptional gaming talent and sportsmanship throughout the competition, making the event highly engaging and entertaining for both players and the audience.

The BGMI event added a modern and dynamic dimension to Zyros 2026, reflecting the growing interest in e-sports and digital gaming among students.





### ZYROS 2026 – INTER-COLLEGIATE FEST: BEST MANAGER

The “Best Manager” event at Zyros 2026, organized by Dayananda Sagar Business Academy, witnessed active participation from UG and PG students from Bangalore and various colleges across Karnataka.

The competition provided a platform for students to showcase their leadership, communication, decision-making, and managerial skills through a series of challenging rounds.

Participants demonstrated analytical thinking, teamwork, and problem-solving abilities, making the event both competitive and intellectually engaging.

The event successfully reflected the spirit of professionalism, innovation, and healthy competition that defined Zyros 2026.



### ZYROS 2026 – INTER-COLLEGIATE FEST: BUSINESS QUIZ

The Business Quiz event at Zyros 2026, organized by Dayananda Sagar Business Academy, witnessed enthusiastic participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event provided a competitive platform for students to test their knowledge of business, finance, current affairs, marketing, and corporate trends.

Participants actively engaged in multiple quiz rounds that challenged their analytical thinking, quick decision-making, and teamwork skills.

The event created an intellectually stimulating environment and encouraged students to stay updated with the dynamic business world.

The Business Quiz added excitement and healthy competition to Zyros 2026, making it a memorable learning experience for all participants.





### ZYROS 2026 – INTER-COLLEGIATE FEST: MAD ADS

The “Mad Ads” event at Zyros 2026, organized by Dayananda Sagar Business Academy, brought together enthusiastic participants from various colleges across Karnataka.

The event provided a creative platform for students to showcase their advertising, marketing, and presentation skills through entertaining and innovative performances.

Participants impressed the audience with their originality, humor, communication skills, and team coordination while presenting unique advertisements for different products and concepts.

The event created a lively and engaging atmosphere, encouraging creativity and out-of-the-box thinking among students.

Mad Ads emerged as one of the most entertaining highlights of Zyros 2026, reflecting the talent, confidence, and creativity of the participants.



### ZYROS 2026 – INTER-COLLEGIATE FEST: CODENOVA

CodeNova, one of the major events of Zyros 2026 organized by Dayananda Sagar Business Academy, witnessed active participation from UG and PG students from Bangalore and various colleges across Karnataka. The event provided a platform for students to demonstrate their coding skills, technical knowledge, and problem-solving abilities in a competitive environment.

Participants enthusiastically engaged in various coding challenges and technical rounds that tested their logical thinking, programming expertise, and analytical skills. The event encouraged innovation, teamwork, and the practical application of technology among students.

CodeNova added a dynamic and intellectually stimulating dimension to Zyros 2026, making it a valuable learning experience for all participants and showcasing the growing interest in technology and digital innovation among students.





### ZYROS 2026 – INTER-COLLEGIATE FEST: BEAT BOXING

The Beat Boxing event at Zyros 2026, organized by Dayananda Sagar Business Academy, witnessed enthusiastic participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event provided a unique platform for students to showcase their vocal rhythm, creativity, and musical talent through energetic beatboxing performances.

Participants impressed the audience with their coordination, sound modulation, and innovative musical expressions, creating a lively and entertaining atmosphere on campus.

The event highlighted the confidence, stage presence, and artistic abilities of the students while encouraging creativity and healthy competition.

Beat Boxing emerged as one of the most vibrant attractions of Zyros 2026, adding energy, excitement, and cultural spirit to the inter-collegiate fest.

### ZYROS 2026 – INTER-COLLEGIATE FEST: FASHION SHOW

The Fashion Show event at Zyros 2026, organized by Dayananda Sagar Business Academy, witnessed vibrant participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event provided a glamorous platform for students to showcase their creativity, confidence, style, and stage presence.

Participants impressed the audience with innovative themes, coordinated performances, and elegant presentations that reflected fashion, culture, and contemporary trends.

The event created an energetic and entertaining atmosphere on campus, highlighting the talent, teamwork, and artistic expression of the participants.

The Fashion Show emerged as one of the major highlights of Zyros 2026, adding color, glamour, and excitement to the inter-collegiate fest.





### ZYROS 2026 – INTER-COLLEGIATE FEST: SOLO DANCE

The Solo Dance event at Zyros 2026, organized by Dayananda Sagar Business Academy, witnessed energetic participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event provided a vibrant platform for students to showcase their talent, creativity, and passion for dance.

Participants delivered captivating performances in various dance styles, entertaining the audience with their confidence, expressions, and stage presence.

The competition highlighted the artistic abilities and dedication of the students while creating an atmosphere filled with excitement and enthusiasm.

The Solo Dance event added color, energy, and cultural spirit to Zyros 2026, making it one of the most entertaining highlights of the inter-collegiate fest.



### ZYROS 2026 – INTER-COLLEGIATE FEST: GROUP DANCE

The Group Dance event at Zyros 2026, organized by Dayananda Sagar Business Academy, witnessed enthusiastic participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event provided a lively platform for students to showcase their coordination, creativity, teamwork, and passion for dance.

Participants delivered energetic and synchronized performances in diverse dance styles, captivating the audience with their expressions, choreography, and stage presence.

The event created a vibrant and entertaining atmosphere, highlighting the cultural talent and collaborative spirit of the participants.

The Group Dance competition emerged as one of the major attractions of Zyros 2026, adding excitement, color, and cultural vibrancy to the inter-collegiate fest.





### ZYROS 2026 – INTER-COLLEGIATE FEST: TREASURE HUNT

The Treasure Hunt event at Zyros 2026, organized by Dayananda Sagar Business Academy, saw enthusiastic participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event offered an exciting platform for participants to demonstrate their teamwork, analytical thinking, and problem-solving skills through a series of challenging clues and tasks.

The activity created a lively and energetic atmosphere on campus, encouraging collaboration, strategic thinking, and healthy competition among students.

The Treasure Hunt emerged as one of the most engaging highlights of Zyros 2026, adding fun, excitement, and memorable experiences to the fest.

### ZYROS 2026 – INTER-COLLEGIATE FEST: SOLO SINGING

The Solo Singing event at Zyros 2026, organized by Dayananda Sagar Business Academy, witnessed enthusiastic participation from UG and PG students from Bangalore and various colleges across Karnataka.

The event provided a vibrant platform for students to showcase their musical talent, confidence, and stage presence.

Participants captivated the audience with their melodious performances across different genres of music, creating an entertaining and lively atmosphere on campus.

The competition highlighted the creativity, passion, and artistic abilities of the students while encouraging healthy competition and cultural expression.

The Solo Singing event added color and excitement to Zyros 2026, making it one of the memorable highlights of the inter-collegiate fest.





### DSBA TOASTMASTERS CLUB 26TH MEETING

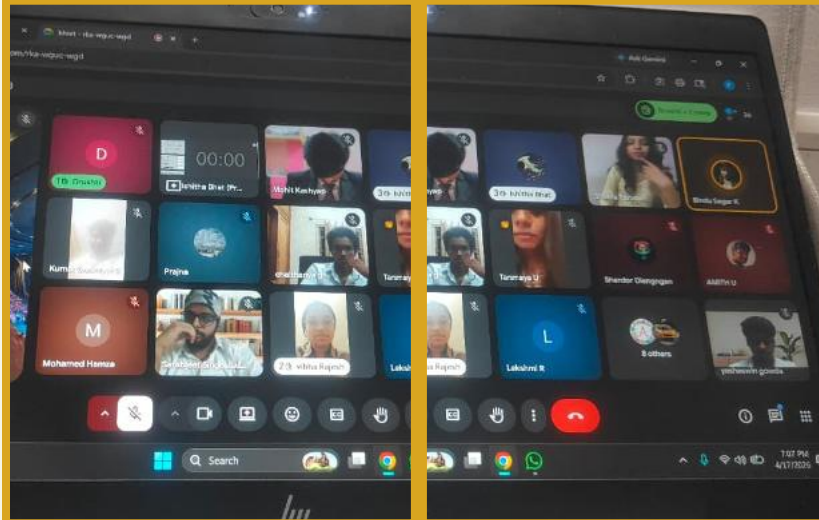
The DSBA Toastmasters Club successfully conducted its 26th Meeting on 17th April 2026 under the guidance of Ms. Chaitra N. S. Murthy, Assistant Professor, DSBA.

The meeting witnessed active participation from members of the Toastmasters Club, creating an engaging platform for communication, leadership, and personal development.

The session included prepared speeches, table topics, and evaluation rounds that encouraged members to enhance their public speaking, confidence, and presentation skills.

Participants enthusiastically showcased their communication abilities while receiving constructive feedback for improvement.

The meeting reflected the club's continuous efforts in nurturing leadership qualities and effective communication skills among students, making it an enriching and interactive learning experience for all members.



### ATC CAMP

The NCC Cell of DSBA organized the Annual Training Camp (ATC) from 22nd April 2026 to 1st May 2026 under the guidance of Lt. Vishnu Tej, Assistant Professor, DSBA. A total of 22 NCC cadets actively participated in the camp, gaining valuable exposure to discipline, leadership, teamwork, and physical training.

The camp included various activities such as drills, parade practice, weapon training, personality development sessions, and team-building exercises.

The cadets enthusiastically participated in all activities, enhancing their confidence, responsibility, and patriotic spirit.

The ATC Camp served as a meaningful learning experience for the cadets and reflected the NCC Cell's commitment to developing discipline, leadership qualities, and a sense of national service among students.





### CIL TRAINING PROGRAM ON CORPORATE CULTURE

The Department of Commerce, Management and Computer Application organized a CIL Training Program on "Corporate Culture" on 22nd April 2026 for VI Semester B.Com, BBA, and BCA students.

The session was conducted by trainers from CIL, who provided valuable insights into workplace ethics, professional behavior, communication skills, and organizational expectations in the corporate world.

The interactive training program helped students understand the importance of teamwork, adaptability, discipline, and professional etiquette required in today's corporate environment.

Various activities and discussions enabled participants to develop confidence and gain practical exposure to corporate culture.

The program served as an enriching learning experience and reflected DSBA's commitment to preparing students with industry-relevant skills and professional competencies.



### EMPOWER HER – "SELF DEFENCE TRAINING FOR CONFIDENCE AND SAFETY"

The Department of Commerce, Management and Computer Application organized a Self Defence Training Program titled "Empower Her – Confidence and Safety" on 22nd April 2026 for 2nd Semester (2025–28 Batch) and 4th Semester (2024–27 Batch) students of BBA, B.Com, and BCA.

The session was conducted by Mr. R. Nanda Kumar, Yoga Wellness Instructor certified by The Voluntary Certification of Yoga Professionals, Ministry of AYUSH, Government of India.

The program focused on creating awareness about personal safety, self-confidence, and basic self-defence techniques for students. Participants actively engaged in practical demonstrations and interactive sessions that emphasized physical preparedness, mental alertness, and confidence-building.

The training program served as an empowering and informative experience, reflecting DSBA's commitment to student well-being, safety awareness, and holistic development.





### REMEMBERING THE PAHALGAM ATTACK

The NCC Cell of DSBA organized a solemn program titled “Remembering the Pahalgam Attack” on 22nd April 2026 under the guidance of Lt. Vishnu Tej, Assistant Professor, DSBA.

The event witnessed the participation of NCC cadets and students of DSBA, who gathered to pay tribute and express solidarity in remembrance of the victims.

The program aimed to create awareness about national unity, peace, and the importance of standing together during challenging times.

Participants observed the occasion with respect and reflection, honoring the courage and sacrifices associated with the incident.

The event served as a meaningful initiative in promoting patriotism, social responsibility, and unity among students and NCC cadets.



### DSBA MODEL UNITED NATIONS (MUN) 2026

The Department of Commerce, Management and Computer Application successfully organized DSBA Model United Nations (MUN) 2026 on 24th and 25th April 2026 at the DSBA Auditorium. The conference witnessed enthusiastic participation from over 280 delegates representing more than 80 colleges from Bengaluru, Karnataka, and various parts of India, creating a vibrant platform for diplomacy, debate, and intellectual exchange.

The inaugural ceremony was graced by distinguished dignitaries including Shri Sudheer K. J. and Shri Yatish R., along with the leadership of the institution and Principal Dr. Nikitha Sreekanthaswamy.

The conference featured six committees including UNGA, UNSC, UNHRC, AIPPM, WEF, and the International Press Corps, where delegates discussed global and national issues such as international peace, human rights, artificial intelligence, economic stability, and constitutional governance. Participants enhanced their leadership, public speaking, negotiation, research, teamwork, and critical thinking skills through committee sessions and policy deliberations.



## DSBAMUN 2026

The DSBA Model United Nations (DSBA MUN) 2026, held on 24th and 25th April 2026, served as a premier platform for intellectual engagement, diplomacy, and leadership development. The conference brought together students from diverse academic backgrounds, providing them with an opportunity to simulate the workings of international organizations and gain firsthand experience in global governance and policy-making.

Delegates represented various countries and committees, engaging in thought-provoking discussions on contemporary national and international issues. Through structured debates, negotiations, caucus sessions, and resolution drafting, participants explored diverse perspectives and worked collaboratively to address complex global challenges. The conference encouraged delegates to think critically, conduct extensive research, and develop practical solutions while adhering to the principles of diplomacy and international cooperation.

DSBA MUN 2026 provided participants with a valuable platform to enhance their public speaking, analytical thinking, negotiation, and leadership skills. The event fostered confidence, teamwork, and professionalism, enabling students to develop a deeper understanding of global affairs and the importance of constructive dialogue in conflict resolution.

The conference witnessed enthusiastic participation and remarkable performances from delegates, who displayed exceptional commitment, preparation, and diplomatic acumen throughout the sessions. Faculty members, organizers, and executive board members played a crucial role in ensuring the smooth conduct of the event and creating a stimulating learning environment.

DSBA MUN 2026 concluded successfully, leaving participants with enriching experiences, broadened perspectives, and a renewed appreciation for global citizenship, diplomacy, and collaborative problem-solving. The event stood as a testament to DSBA's commitment to nurturing future leaders equipped to address the challenges of an interconnected world.



TOGETHER WE LEAD  
TOGETHER WE GROW



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### TRAINING PROGRAM ON ADVANCED DATA STRUCTURES AND ALGORITHMS

The Department of Computer Application organized a Training Program on “Advanced Data Structures and Algorithms” from 24th April 2026 to 30th April 2026 for VI Semester BCA students (Batch 2023). The program was conducted by Mr. Rajesh Kumar Gandipilli, Founder and Director of VirtiLearn Pvt. Ltd., who provided students with in-depth knowledge of advanced programming concepts and problem-solving techniques.

The training sessions focused on important topics such as algorithms, data structures, coding logic, optimization techniques, and real-world programming applications. Students actively participated in hands-on learning activities and coding exercises that enhanced their analytical thinking and technical competencies.

The program served as a valuable learning experience by strengthening students’ programming skills and preparing them for placements, higher studies, and careers in the IT industry. It also reflected DSBA’s commitment to providing industry-oriented technical training and skill development opportunities for students.



### WORKSHOP ON CO-PO MAPPING

The IQAC of DSBA organized a Workshop on “CO-PO Mapping” on 25th April 2026 for the faculty members of DSBA. The session was conducted by Dr. Manjunatha B, Associate Professor, Department of Mechanical Engineering, Acharya Institute of Technology, Bengaluru, who shared valuable insights on outcome-based education and academic assessment practices.

The workshop focused on the importance of Course Outcomes (CO) and Program Outcomes (PO) mapping in enhancing teaching-learning effectiveness and ensuring quality in higher education.

Faculty members gained practical understanding of designing measurable outcomes, mapping techniques, and methods for effective academic evaluation and accreditation processes.

The interactive session proved to be informative and beneficial, strengthening the faculty’s knowledge of outcome-based education and reflecting DSBA’s commitment to academic excellence and continuous quality improvement.



### YOUTH AND CONSTITUTIONAL VALUES – A PICK AND SPEAK COMPETITION

The Dr. B. R. Ambedkar Study Centre and Literary Club of DSBA organized a thought-provoking “Pick and Speak” event on 30th April 2026 on the theme “Indian Youth and Indian Constitutional Values” to commemorate the birth anniversary of Dr. B. R. Ambedkar, the principal architect of the Indian Constitution. The event aimed to create awareness among students about constitutional principles and encourage meaningful discussions on their relevance in contemporary society.

The program witnessed enthusiastic participation from students of B.Com, BBA, and BCA programs, who actively engaged in expressing their perspectives on topics related to democracy, equality, justice, liberty, fraternity, and the responsibilities of citizens in a democratic nation. Guided by Dr. Harikrishna Achar, the session provided an excellent platform for students to articulate their thoughts, exchange ideas, and reflect on the role of youth in preserving and strengthening constitutional values.

Participants confidently shared their views on various aspects of nation-building, social responsibility, and ethical citizenship. The spontaneous nature of the activity challenged students to think critically, organize their thoughts effectively, and communicate their ideas with clarity and confidence. The event also helped enhance public speaking, analytical thinking, and interpersonal communication skills among participants.

The program served as a fitting tribute to Dr. B. R. Ambedkar's vision of an inclusive and equitable society. By promoting awareness of constitutional ideals and democratic values, the event inspired students to become responsible citizens committed to social justice, equality, and national development. The session proved to be both intellectually enriching and personally empowering, leaving participants with valuable insights and a deeper appreciation of India's constitutional framework.



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