



DAYANANDA SAGAR INSTITUTIONS DAYANANDA SAGAR BUSINESS ACADEMY



Dayananda Sagar Business Academy
Udayapura, Bangalore. www.dsba.edu.in

DSBA SIP REPORT

Submitted to

PRME

February 2021



Dayananda Sagar Business Academy

(Affiliated to Bangalore University)

College Code - 6J

DSBA renews its commitment to PRME:

It's gratifying to reaffirm our continued commitment to Principles for Management Education and present a Sharing Information on Progress [SIP] Report for the last 24 months.

Today we are living in a tumultuous time in a fast-changing society, which presents before us challenges as well as opportunities. In this context it all depends on how one responds to the situation with the right mindset. The pandemic has pushed the world to drastically reinvent ways of coping with the 'new normal'. After the initial phase of complete overhaul, it was critical to understand the short and long-term impact and future measures. Although this global pandemic has created social and physical limitations, the education industry took a big leap within a matter of weeks to cross the barrier and facilitate learning. In the time of crisis, a well-rounded and effective educational practice was needed for the capacity-building of young vibrant minds as that would develop skills to drive their employability, productivity, health, and well-being in the decades to come, and ensure in their overall progress.

At DSBA, both faculty and students adopted a multi-pronged strategy of inclusive e-learning solutions (remote-based) to cope with the then prevailing crisis. The digital initiatives taken ensured that academics did not suffer due to the pandemic situation. Blended Learning appears to be the path that can bridge the gaps that emerges in these uncertain times. To ensure continuity of learning, the institution is delivering both online and offline classes till date.

The institution takes pride! In the moments like that, the National Cadet Corps [NCC] cadets and National Service Scheme [NSS] volunteers of DSBA worked in tandem with the administrative authorities to help in efforts to contain the coronavirus outbreak by turning into social warriors creating awareness among people.

In this highly competitive world, the requirements of the contemporary society have propelled us to impart holistic education that is both qualitative and quantitative. The curriculum, extra-curricular and the co-curricular activities conceptualized facilitates brain development, knowledge acquisition, personality development, and civic development of the students. Opportunities to engage in this hands-on learning not only builds rapport in the college community, but gives students authentic, real-life work experience and a deeper level of understanding whereby students are well equipped to face the big challenges.

Marching ahead.....

As educators, it's imperative to keep ourselves informed of how the future of education and the future of work are changing. We need to leverage technology, design student-centered learning process intertwining cutting edge methods and instill a mentality of lifelong learning in our youth so as to ensure they aren't rendered irrelevant despite being "educated".

"A desire can change nothing; a decision can change something but a determination can change everything".

Dr [Brig] Sandes
Principal
Dayananda Sagar Business Academy

Principal

Dayananda Sagar Business Academy

Udayapura, Opp. Art of Living, Kanakapura Main Road, Opp. Art of Living, Bangalore - 560 082.
Kanakapura Road, Bangalore - 560 082

Phone & Fax : 080-28432909 Mobile : +91 90360 02978
Website : www.dsba.edu.in

Contents

1. DSI Heritage	4
2. About Dayananda Saga Business Academy	5
3. COVID-19 Pandemic: Impact and strategies.....	9
3.1 Initiatives taken by the institution	9
4. Agents of Change.....	10
4.1 National Cadet Corps [NCC]	10
4.2 National Service Scheme [NSS]	11
5. Webinars and Conference	12
5.1 Investor Awareness Programme- 24 July 2020; 27 July 2020; 29 July 2020	12
5.2 Presentation on 'Post Pandemic Career Opportunities for Graduates'-22 Sept 2020.	13
5.3 Interactive Web Session ' Conscious Use of technology and De- Addiction'	14
5.4 Webinar on 'Power of Habits -Make it or Break It' on 25 Jan 2021	14
5.5 BlacBook Series	15
5.6 Virtual Fifth International Conference 2020-Survival and Sustenance of Businesses in Data Driven Digital Era on [18 Dec 2020]	17
5.7 DSBA Students Make Institution Proud	18
5.8 Co-Curricular and Extra Curricular	19
5.9 Teacher Empowerment: Professional Development and Lifelong Learning	22
6. Bench Marks – 2019	43
7. Bench Marks – 2021	44

1. DSI Heritage

The pride of DSI is its leadership team



Late Shri R Dayananda Sagar

Founder-DSI



Dr. D. Hemachandra Sagar
Chairman, DSI



Dr. D. Premchandra Sagar
Vice-Chairman & CEO, DSI



Mr. Galiswamy
Secretary, DSI

Our founding father, late Sri R Dayananda Sagar, was a graduate in Arts & Commerce from India & a barrister-at-law from England. He was a visionary, an educationist, a powerhouse of knowledge and a believer in transforming the world; besides a leader par excellence who saw no reason to shy away 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.

The champions of Educational Development with exceptional leadership vision and records, the leaders Dr. D. Hemachandra Sagar and Dr. D Premachandra Sagar follow the footsteps of the founder Late R Dayananda Sagar. Thinkers, Planners, institution builders and medical doctors enriched with insights gained from hands-on work experience, they bring with them a piece of worldly wisdom in all that they do.

2. About Dayananda Sagar Business Academy

Dayananda Sagar Business Academy is a state-of-the-art modern business school under the prestigious Dayananda Sagar Institutions. Established in 2011, DSBA offers Under Graduate programmes in Management, Commerce and Computer Applications.

DSBA focuses on concept, knowledge integration and application to transform students to competitive business leaders. The innovatively crafted courses of DSBA also instil in graduates a high-level of integrity and professionalism, while preparing them for rewarding and fulfilling careers in their chosen fields. Expert faculty with right mix of industry and academia facilitate the learning and all-round development of student's thorough innovative and advance teaching practices. We take care to inculcate values among the students, while shaping and sharpening their mind-sets by the academic rigor of our programs. Beyond the quality of education, it is the quality of life in the campus that provides for the well-being and overall development of the students.

As a testimony to the improving performance, in the **Times B School survey BBA Edition, DSBA's BBA program was ranked 21 among 70 in the year 2020 as against 23rd Rank in 2019 edition.**

<https://www.timesbschoolsurvey.org/bba/index.php>

Team DSBA



Dr. (Brig) Sandes, Principal



DSBA Faculty

Vision



To become a centre of excellence in education, research & training and to produce citizens with values and exceptional leadership qualities to serve national and global needs.

Mission

To provide innovative educational opportunities and student support services that lead to the holistic education.

To provide a sustainable and accessible environment to support and encourage student potentials by building on the vibrancy of DSI while being guided by the principles of integrity, innovation, creativity and quality.



To foster personal and professional success through the development of critical thinking, effective communication, creativity and cultural awareness in a safe, accessible and affordable learning environment.

Values

Pursuit of Excellence: Commitment to continuous improvement of our systems with the aim to be the best in our field.



Fairness: Commitment to objectivity and impartiality to earn the trust and respect of society.

Leadership: Commitment to lead responsibly, responsively and creatively in educational and research processes.

Integrity and Transparency: Commitment to be ethical, sincere and transparent in all activities and to treat all individuals with dignity and respect.

Student Focus: Creating an educational environment and culture to ensure holistic development of students and help them achieve their professional goals.

Diversity: Fostering a learning community in which the values, goals, and learning styles of all students are recognized and supported.

Alignment with UN PRME Principles

Six Principles



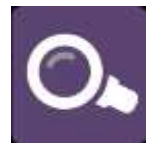
Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Principle 2 | Values: We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value



Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

Program Objectives

At DSBA, we understand that, to be relevant in the dynamic world, skill development required for personal and professional success of all graduating students is vital, and hence, program specific objectives are identified.

Knowledge

To impart knowledge and enhance the ability to understand core concepts of the program.

Communication

To enhance ability to utilize oral, written, listening and non-verbal communication skills to effectively interact with others.

Inquiry and Analysis

To improve the ability to apply theoretical aspects of commerce, management and computer science disciplines to arrive at feasible solutions in real situation.

Reasoning and Critical Thinking

To instil logical and critical thinking that is responsive and guided by intellectual standards such as relevance, accuracy, brevity and clarity.

Technological Advancement

To keep pace with global technology trends and expose students to technological advancement and prepare for success in the work place.

Diversity

Encourage students to understand, articulate and accept the importance and influence of diversity within and between cultures and societies.

Sanskar

The ability to commit to standards of personal and professional integrity, honesty and fairness

3. COVID-19 Pandemic: Impact and strategies

Sometime in the second week of March 2020, Dayananda Sagar Institutions temporarily closed as a measure to contain the spread of the novel coronavirus. As the days passed by with no immediate solution to stop the outbreak of Covid-19, there was indeed a short-term impact on the continuity of imparting education. The structure of learning, including teaching and assessment methodologies, was the first to be affected.

The larger concern, however, on everybody's mind was the effect of the pandemic on the conduct of the affiliated Bangalore University final year examination and further- employment of the recent graduates fearing withdrawal of job offers from corporates because of the then prevailing situation.

However, the institution navigated the challenges and grappled with the situation of educating students online while mitigating the spread of the coronavirus. Moving away from traditional pedagogies and going digital were the keys to the situation.

3.1 Initiatives taken by the institution

Migrating to digital ways: Technology emerged as a lifeline for the academic world stymied by the pandemic. Within a matter of weeks, teachers imparted pedagogical instruction on digital platforms. Many of them went a step further to create customized virtual lessons to fill in specific gaps in students' learning caused by the unexpected hiatus in the academic year.

Time Relaxations: The institution stepped forward to help students by permitting deferment in paying the college fees giving a temporary breather to the parents till their financial situation improved. Deadlines were also extended to provide ample time for students to take cognizance of the situation and complete assignment and projects.

Online mentoring: During the lockdown period, special emphasis was on regular online mentoring and guidance of students.

Stepped up and lent a helping hand to the Administration: In the time of crisis, it's incumbent upon us as human beings to help each other whichever we can. NCC Cadets and NSS volunteers pitched up and helped the authorities /organizations in creating awareness among the general public about the pandemic.

Hosted Webinars -Recognising and Responding to Mental Health concerns in the Covid-ified world, the institution conducted and also guided students to attend webinars on mental health and wellbeing, to ensure that youth had an avenue to seek advice from professionals and ask questions about coping with COVID-19's impact on mental health.

Adoption of hybrid learning approach in the post-pandemic phase- University Grants Commission -a statutory body set up by the Government of India charged with coordination, and maintenance of standards of higher education- has issued guidelines; wherein it should be ensured that not more than 50% of the total students should be present at any point of time. Hence, a mix of face-to-face and online teaching a “blended learning” approach has been adopted by the institution. Many students admitted in the institution are not from Bengaluru and belong to the other Indian States, keeping the outstation students in mind during online classes additional assistance is provided in academics to such students as and when required.

4. Agents of Change

4.1 National Cadet Corps [NCC]

DSBA NCC cadets formed part of Ex-Yogdaan and has been incrementally working shoulder to shoulder with civil and police personnel in the fight against COVID-19 pandemic since May 2020.



Under the aegis of 2 Kar Bn NCC and Group HQ'A' Bengaluru DSBA, NCC Cadets formed part of Ex-Yogdaan and participated in the Grocery Kits and Mask Distribution Programme at Tathaguni, Kanakapura Road.

110 grocery kits containing the essentials were distributed to the old, poor, needy daily wage earners and migrant workers from different parts of the country directly affected by the aftermath of COVID-19. This noble initiative was carried out by the NCC with the support of Kaggalipura Police and the selected village authorities.



Further, initiatives were taken by SGT Chirag Shetty K, SGT Chethan C, CPL Kruthika R and LCPL Aniruddh G Rao to create public awareness about COVID-19, SGT Keerthana R and SGT Pooja V Jain provided information on the steps and use of Aarogya Setu App developed by the Govt. of India and SGT Aruna J also provided inputs on how the pandemic spreads and how to protect oneself.

<https://www.facebook.com/DSBABangalore/videos/833854740414014/>

Amidst the COVID pandemic during the ongoing SSLC (10 Standard) Examination June 2020 there was a necessity to maintain physical distancing between the students who attended the examination. The students were also accompanied by their parents resulting in a large gathering near the Examination Centres. DSBA NCC cadets were deployed to manage the crowd and offer assistance at the SSLC Examination centre at Government High School Kaggalipura and Harohalli.



NCC contribution to society #YOGDAAN was appreciated by PRO Bengaluru, Ministry of Defence in their tweet. PRO Bengaluru, Ministry of Defence (@Prodef_blr) Tweeted:

https://twitter.com/Prodef_blr/status/1256913053695778816?s=20&fbclid=IwAR3NjHUjz8J4A3ln6sa9l-zC9FKNnKSatT4tUsZaVaqTrE8Xk4thn0dKE

4.2 National Service Scheme [NSS]

NSS unit of Dayananda Sagar Business Academy had organized a Short Film Making Contest on the topic COVID 19 – Jagruthi Nirvahan Nirman.

The due date for the entries was on 24th August 2020. NSS volunteers from various colleges participated in the contest with great enthusiasm.

One of the entries of the contest can be viewed through the link below:

<https://drive.google.com/file/d/1c1ktORxc4xgHXnJGH4E8nALX8ITSWdJj/view?usp=drivesdk>



NSS Unit at DSBA took a pledge on COVID-19 awareness and precautions. The Dean, Dr Veena K N was invited to conduct the pledge allegiance. Teaching, Non-teaching staff and students repeated the pledge read by Dr Veena and promised to abide by it to foster a safe and healthy environment for everyone.

The event can be viewed via the following link:

<https://www.youtube.com/watch?v=8aJ81pRz2Hw>

With an approval from CDSIMER-Dayananda Sagar Institutions, DSBA NSS wing and NCC unit together participated in survey for health Profiling of senior citizens, adolescent girls and expectant mothers residing in the villages of Ramnagar District [in the vicinity of DSBA Campus] from 4th to 9th Jan 2020.



The objective of the comprehensive medical survey activity was to emphasise on antenatal and postnatal health issues; medical care and importance of right diet to gestating women and girl adolescents; information on Immunisation; regular health check-ups and to drive home the message on institutional deliveries. As a part of the Institutional Social Responsibility, Health cards were distributed to the families. The cards can be used by them henceforth to avail subsidized medical care.



The volunteers and the cadets re-emphasized on the safety precautions of the Covid-19 protocol.

5. Webinars and Conference

5.1 Investor Awareness Programme- 24 July 2020; 27 July 2020; 29 July 2020

SkillDrives in association with Eficaz, both training and consulting firms conducted **Investor Awareness Program**, an initiative by the NSE (National Stock Exchange) for III and V Semester DSBA students by Mr. Mohammed Ismail Irshad-Lead Trainer, Freelance Emcee and Corporate Video Maker.



In 'the new normal', to gear up to the unprecedented, unforeseen financial situations, students were imparted an important skill- Money management. NSE's Investor Awareness Programme is available for those who lack this know-how.

The broad outline of the programme was as follows:

- Need & Importance of Financial Planning
- Understanding the concept of cash flow management in our daily lives
- Formulating the new habits of saving
- Introduction to the Financial Instruments and Securities Market
- Benefits of investing and how to invest safely

5.2 Presentation on 'Post Pandemic Career Opportunities for Graduates'-22 Sept 2020.

Mr. Kiran Kumar, the resource person is the Founder Director of NICT Computer Education. He



conducted a session for DSBA students by stating the sectors that are booming during the COVID pandemic as well those that are worst affected! He stated that with adaptable techniques in the new work culture one can become indispensable in the workplace; Looking at the emerging industry trends, there are huge opportunities available but one must fill the gap between industry requirement and prevailing

education system. He accentuated those skills that one can learn at the college campus and covered them in depth -ERP, Tally, Tally-ERP9, why learn Tally, Employment opportunities, Tally for GST, Determination of GST Charge, MS Excel, Microsoft Certifications, how one can earn Microsoft Badge in Excel, SAP Modern International ERP vendors, Why SAP Certification, and Financial Modelling.

Next, he gave a preview on the latest skill that can be acquired at the college campus for all graduates which is the pandemic future skills-Full Stack Webapp Development skills. He went into details to explain what it is and why is it significant. Further, he mentioned about Digital Marketing and wound up his session with information on Video résumé and the 12 Digital Marketing Certifications to boost



one's credibility. Mr. Kiran Kumar motivated and advised the students that with proper education and marketing, anyone can get the dream job in their dream company.

Although ICT was proving to be an important tool during the COVID-19 pandemic, there have been concerns about the rise in problematic internet use and internet addiction among the youth.

5.3 Interactive Web Session ' Conscious Use of technology and De- Addiction'

NSS Wing conducted an **Interactive Web Session ' Conscious Use of technology and De- Addiction'** and invited Dr Manoj Sharma, Professor of Clinical Psychology, National Institute of Mental Health & Neurosciences, Bangalore.

He emphasized on stressful life events, its consequent psychological responses, addictive behaviors, manifestation of excessive use, strategies for assisting oneself and others for healthy use of technology and provided assistance



details for treatment seekers.



5.4 Webinar on 'Power of Habits -Make it or Break It' on 25 Jan 2021

The Urban Reader' Literary Club DSBA along with NSS in collaboration with Youth Empowerment Club of ISKCON Bangalore presented a transformative and informative webinar 'Power of Habits -Make it or Break It'.

Shri Rama Sevaka Dasa, the Resource Person is currently working as Presenter & Youth Guide in FOLK, Youth Empowerment Club of ISKCON Bangalore.



The key



takeaways for students from the webinar were:

- Gained clarity in choosing between Constructive and

Destructive habits

- Breaking the habit loop through Higher taste
- Reasons why one fails to continue with good habits
- Importance of Accountability Partner
- Keystone Habit for Inner strength

A recording of the webinar can be viewed:

https://youtu.be/IDRJ0byu_OQ

5.5 BlacBook Series

With a plethora of webinars hosted by very many, DSBA students were guided to attend, engage and participate in conversation and education in the **DSI hosted The BlacBook Thought Leader Speaker Series**. During the course of these webinars, the top young talent -the start-up owners- shared their stories of successful transformation, innovation, expertise, knowledge and perspectives on topics that are relevant and matter most to youth. It empowered learners to open their minds to the latest and greatest ideas; hear out the challenges faced by these young entrepreneurs in pre Covid; post Covid and Covid-19 times and all the young founders were indeed a source of inspiration to emulate as role models

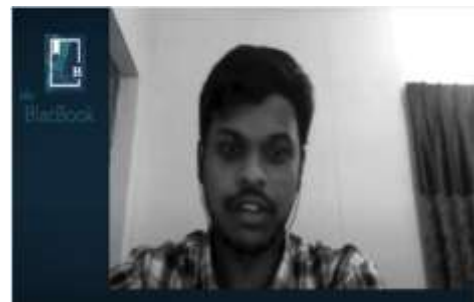
5.5.1 The BlacBook Thought Leader Speaker Series- Sharing Economy's tryst with Real Estate'- 16 May 2020

Mr. Amarendra Sahu, is the Co-founder and CEO of online home rental marketplace Nest Away. Mr. Amarendra shared his experiences of his start-up journey and challenges he had to face during his journey. He had a word of caution for our young graduates "how to invest?" and 'Where to invest?' during the pandemic time. He was keen to share his negotiation skills in convincing his first customer. He advised to young graduates to cultivate a risk appetite and understand the risk before venturing out in the market. He suggested that students should augment their learning skills with more professional skills by enrolling themselves into online skill imparting education courses and to be ready for the ever-demanding industry.

YouTube link: <https://www.youtube.com/watch?v=1PiUzFC3eM>

5.5.2 The BlacBook Thought Leader Speaker Series- Fin Tech & Retail –It's a Match-30 May 2020

Mr. Saketh BSV is the CTO and Co-founder of Perpule. Mr. Saketh emphasized the need of a preparation for any start up 'Pilot Study'. He took through the journey of his first client Hypercity. Mr. Saketh shared few tips in retail fin tech operations and keeping grounded and connect with customers is the key for survival. He also shared the information the management culture at Perpule which focuses on decentralized approach and grooming the employees as independent decision makers.



YouTube link: <https://www.youtube.com/watch?v=N913Q3z4qo0>

5.5.3 The BlacBook Thought Leader Speaker Series- India's Senior Living Market [24 Oct 2020]



Ms. Tara Singh Vachani is the Executive Chairman of Antara Senior Living' Non-Executive Director on the Board of Max India Ltd. and oversees future business initiatives at Max group. Ms. Tara's aim is to give a new dimension to senior living in India. In her talk, Ms. Tara enlightened the

audience about the thought behind the evolution of Antara-the Antara story, senior's way of life at Antara, overcoming some of the challenges; trials and tribulations still around; the impact of Covid 19 pandemic on Senior Living market and presence of immense potential in reshaping the future of senior living in the post pandemic world.

5.5.4 The BlacBook Thought Leader Speaker Series- Mental Health and the Untapped Indian Market [7 Nov 2020]

Ms. Richa Singh is on a mission to eliminate the stigma attached to the emotional wellness support. Her work with Yourdost has brought her a lot of recognition across platforms. Ms. Richa, in her session, spoke about her inspiration behind conceptualizing Yourdost -the demurs; the business and revenue models; challenges faced in marketing her services; boon and bane of technology in emotional wellbeing; and foreseeing emotional wellbeing's evolvement in the next decade



5.5.5 The BlacBook Thought Leader Speaker Series- Deconstructing the Ecosystem of Social Entrepreneurship [21 Nov 2020]

Ms. Saumya launched Kheyti, which helps small holder farmers battle income variability through its 'Greenhouse-in – a – Box, low-cost greenhouse bundled with end-to-end services. In the rendezvous, Ms. Saumya mentioned the inspiration behind the initiative; the concept of Greenhouse-in – a – Box- the way it works; the cost effective innovative sustainable model for farmers; schemes- training programmes, market advisory systems and financial aid measures; services to rural India; pre Covid and effect of Covid on Kheyti. Ms. Soumya's inspirational talk helped in demystifying the social enterprise.



5.5.6 The BlacBook Thought Leader Speaker Series- The Future of Farming in India [28 Nov 2020]

In addition to being the co-founder of Triton Foodworks, Mr. Dhruv Khanna is a member of the founding team of the UN Green Tech Start-up Hub, an initiative of the UN Environment Programme and is the advisor to the steering committee of BRICS CCI Young Leaders. Mr. Khanna explained all about Hydroponics, the techniques and why Hydroponics; inspiration behind the experiment of bootstrapped urban farming with the hits and misses, achievements and failures and the rollercoaster ride ;taking hydroponics ahead -the revenue model and the business growth ;the marketing strategies ;venturing into US markets; differences in the US market space and India; enumerated the



changes that are required in farming for it become a viable option among youth; and lastly the impact of Covid 19 on his organization

5.5.7 The BlacBook Thought Leader Speaker Series- The Evolution of Original Digital Content in India [12 Dec 2020]



Ms. Aditi Shrivastava is the co-Founder at Pocket-Aces, a new age digital entertainment company making highly engaging content for the millennial. Ms Aditi narrated on how Pocket -Aces evolved; challenges in 2014 and the present challenges; company's brands; creating large diverse content and strategy; evolution of e-sports platform, Loco; understanding and influencing user

behaviour; essence of scale & vitality; addressing matrix such as brand recall and awareness; weaving brand stories to connect with young audience; revenue streams and cost structure-generating revenue via sponsorship, syndicating shows and selling content.

5.6 Virtual Fifth International Conference 2020-Survival and Sustenance of Businesses in Data Driven Digital Era on [18 Dec 2020]

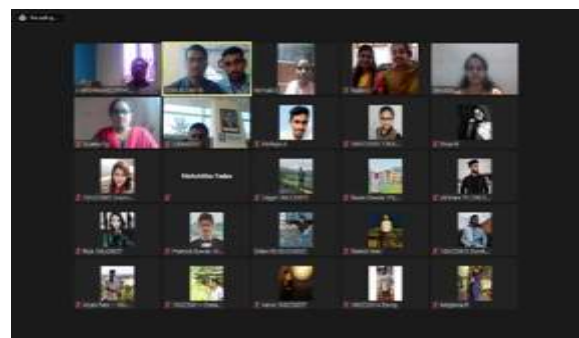


International Conference-2020-Session I

In today's world, the duo-Sustainability & Corporate Responsibility are the driving forces that add incredible value to the business and bring a positive impact and change to society and world. Sustainability and being responsible in business go hand in hand as they not only benefit and bring positive social and environmental impact but also address the negative influence that they might have on the people, society and

our planet.

With the advent of fast-growing technologies, the impact of Industry 4.0 in general and on the business environment is gigantic. Especially so, with the arrival of the Covid – 19 pandemic, business organizations are forced to accept and adapt technology. Organisations of varying size and complexity do face different challenges with respect to survival, sustenance and scalability.





Dr. Murat GÜLMEZ
Vice Dean, Faculty of Economics
CAG University, Mersin / Turkey



Col Krishnan Srinivasan (Retd),
Head -Security Risk Management
Administrative Sciences, Governance,
Reliance Industries, Ltd.

International Conference-2020-Session I

Through the conference, a platform was provided for scholars and thought leaders across academia and organizations to debate, discuss and deliberate upon the theme and sub themes. More importantly, students- the future of the nation- were part of the conference. Through the deliberation's students became aware of the Impact of Automation, Digitalization, use of Technology in all functional areas of sustainable businesses and realized how each individual needs to concentrate on sustainable practices and thereby, the collective efforts of all can have genuine positive influence on the world we live in.

5.7 DSBA Students Make Institution Proud

5.7.1 SUO Rohan Satish Represents India in Youth Exchange Program at Russia



Senior Under Officer Rohan Satish [BCA Student- Batch 2016-2019] was selected to represent India in Youth Exchange Program [YEP] that was held at Russia. Out of 1500 cadets who had attended the Republic Day Parade at New-Delhi in 2019, 700 cadets appeared for the YEP exams out of which

a merit list of 153 cadets to represent India abroad was prepared. The delegation selected for Russia included SUO Rohan Satish. He visited the city of Moscow and stayed there for 7 days and interacted with the Russian cadets and officers, learnt Russian culture and also showcased the Indian culture. His team performed a cultural bit at the embassy of The Republic of India, Russia which was very much appreciated.



5.7.2 Mr. Nitish Kumar, DSBA NCC Cadet Grabs the Headlines



It's a matter of immense pride to the institution that after last year's glory-DSBA's SUO Rohan Satish representing Bengaluru at the 70th Republic Day, yet again, this year DSBA's NCC Cadet Nitish Kumar was selected to represent 2 KAR Bn NCC at the 71st Republic Day at Rajpath, New Delhi on 26th Jan 2020.

It's no less a dream for any NCC Cadet to be part of Republic Day Parade at Rajpath at New Delhi and only a few can realise that dream!

Cadet Nitish Kumar had gone through rigorous selection process for RDC before he could embark on the train journey to New Delhi on 26th November 2019. 107



cadets from Karnataka & Goa Directorate had participated in the RDC. Cadet Nitish Kumar was one of the most active cadets during the camp. The drill and training for the Republic Day March Past and rehearsals for cultural activities went on for about 1 ½ months prior to the Republic Day function.



It also included being part of the contingent to meet with the Hon'ble President and Prime Minister of India and number of dignitaries at the High Tea Party. Karnataka & Goa NCC Directorate were the Runners-Up in the overall performance

RDC event culminated with a meeting of the NCC Cadets with the Governor and Chief Minister of Karnataka after their return from New Delhi on 31st

Jan 2020.

5.8 Co-Curricular and Extra Curricular

5.8.1 Inter Collegiate Badminton Tournament-19 and 23 Sept 2019

Ms Sushma K R from III Semester BCom B section and Ms Sharon Kamala P from I Semester BCA participated in the Bangalore University Intercollegiate Badminton tournament against Surana College, South End and secured a semi-finalist place at GFGC Chennapatna.





Mr. Vasanth, Mr. Vanith, Mr. Ashutosh and Mr. Sohan – students from II Year BBA participated in an Inter collegiate Badminton tournament organized by Bangalore University and emerged as semi-finalists in the tournament.



5.8.2 Bangalore University Volleyball Team Selection-27th September 2019

Bangalore University Volleyball Team selection took place at BU Jnana Bharathi Campus. Students from 25 colleges affiliated to Bangalore University participated in the selection process. Ms Sharon qualified in the final twelve and finished in the eighth position and made a place for herself in the BU Volleyball Team!

5.8.3 BU Youth Festival 'Western Solo Singing Competition'-4 Oct 2019



Bangalore University organized a two-day youth festival at Jnana Bharathi Campus. It was an inter collegiate and an inter branch competition. Mr. Gowtham S Baleshwanath, final year BBA student won the first prize in the competition.

5.8.4 DSBA Volleyball Team Becomes Runners-up

DSBA volleyball team played four Volleyball matches at DSI Campus-1 and emerged as runners-up after giving a tough fight to the opponents!



5.8.5 Mr. Virendar Jangid is 'Mr. India Teen Winner 2019'-20 Oct 2019

Mr. Jangid, II Year BCom student contested in four rounds and competed with 20 other finalists from all across India to win the title of 'Mr. Teen India Future Fashion Faces 2019' at the Capitol Hotel, Bangalore. He will represent India in *Future Fashion Faces World* shortly at Turkey.



5.8.6 'YCC 2020 Skillablers' Select Chirag Shetty as Panellist- Youth Student-04 August 2020



Youth Career Connect 2020 (YCC 2020) |, a career-focused, first-of-its-kind, global online event addressing careers and opportunities for youth in these unprecedented times conducted the event from 29 July 2020 to 15 Aug 2020. The Panellists had a representation from (a) Industry Professional (b) Institution Professional (c) Youth Professional and (d) Youth Student – apart from the (e) Moderator.

SGT Chirag Shetty K, Final Year BCom student and SGT - NCC DSBA was selected by Skillablers with a belief that his valuable experience, expertise and credentials would make a huge difference to the lives and future of the Youth, as they are looking for much-needed answers to the 'Why & How' in their lives to shape up their careers. He was one among the distinguished panellists. The event was dedicated to the spirit of youth, their tribulations and to help build resilience as they navigate the new world order.



5.8.7 DSBA Students Win Pageant Titles @ Orchid Events International Universal Pageantry 2020



The Orchid Events International Universal Pageantry 2020 took place on It was presented by Orchid Events International at Taj West End, Bangalore.

Mr. Keshav Poddar, Final-year BCom student won Mr. Top Model Universe 2021 India Pageant title and will be representing India at Ecuador (South America). Mr. Rishi B V, a Second-year BCom student was the winner of two titles-Mr. Top Model Universe 2021 India and Mr. Photogenic 2020. He will now represent India in Europe.

Mr. Virendar Jangid, Final year BCom student had bagged the title of Mr. India Teen Winner 2019 last

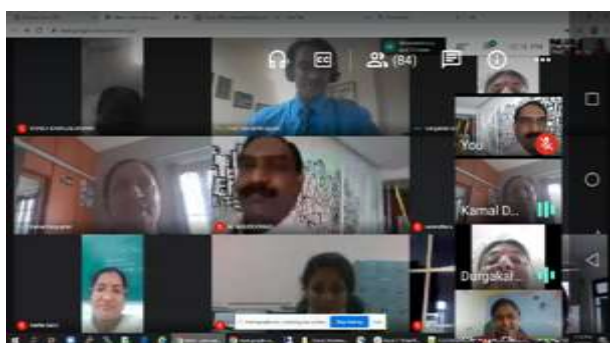
year at the same event and was the show stopper for the current year's edition.



5.9 Teacher Empowerment: Professional Development and Lifelong Learning

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	29-Mar-19	Fourth International Conference “Information to Knowledge to Wisdom -Multidisciplinary Approach to Research”	Provide a platform for the exchange of ideas amongst researchers, professionals, academicians, corporate & industry professionals, students and entrepreneurs from various disciplines on the theme of the conference	Participants understood the importance of making well-versed, intentional choices for future courses of action; The best use of the gift of knowledge is that one can achieve great feats and heights in every sphere of life.
2	20 & 23 September 2019	Workshop on Understanding NAAC-Qualitative Metrics [QIM]	Facilitating the techniques relating to qualitative metrics of NAAC Accreditation Framework and its significance	The disseminated best practices and discussions identified in the workshop enhanced the quality standards of Qualitative Metrics responses
3	03-Dec-19	Knowledge Sharing Session among DSBA Faculty	Propel and encourage faculty development by deliberating on varied topics so as to be better prepared for onward transmission to students and community.	Helped promote quality teaching and research
4	06-Dec-19	Session on ‘International Exposure & Ideas to Impact Business Model Canvas’ by Dr Mudiarasan Kuppasamy- Dean, Faculty of Business and technology, University of Cyberjaya, Malaysia	Throw light on data driven leadership	Faculty got a much better understanding about the topic; its importance and impact

5	22-May-20	Technical Demo Session for DSBA Faculty	To assist faculty as education had changed dramatically due to Covid-19; with a rise of e-learning, teaching had to be undertaken remotely and on digital platforms.	Learned the nitty gritty to use Google Classroom in handing out assignments to students with immediate effect.
6	05 Aug 2020, 06 Aug 2020, 08 Aug 2020	Faculty Development Workshop on ML & Visualization'-BCA Faculty	Develop in depth understanding of the key technologies of the FDW Topic	Hands-on workshop helped participants demonstrate ability to understand and apply scaling up machine learning techniques and associated computing techniques and technologies.
7	23-Oct-20	Training Session on 'Google Classroom'	Reintroduction to the Google classroom features to ensure smooth conduct of online tests. from both teacher's * student's perspective	Faculty were in a better position to use Google Classroom features for evaluation



FDW on ML & Visualization'



Technical Demo Session



**Workshop on Understanding NAAC-
Qualitative Metrics [QIM]**



Knowledge Sharing Session



**4th International Conference on “Information to Knowledge to Wisdom - Multidisciplinary
Approach to Research’**



Student Clubs

1. 'Arebus' - Finance Club

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	07 & 08 Feb 2019	Analysis of the Interim Budget'19	To understand the budget cycle - planning, financial control and stewardship functions of the Union budget	Students would have gained a better understanding of the criteria for judging the effectiveness with which the country-one of the largest democracies in the world-manages its resources and its budget
2	07-Feb-20	Budget Analysis Competition 2020		
3	10-Mar-20	Investor Awareness Program for BCom students by Mr. Mohammed Ismail, Concept and Corporate Video Creator and certified on Facilitation School and V&A; NLP Practitioner – ANLP	To equip the students with the knowledge of various investment opportunities and also the importance of investing	Students understood the importance of savings in the initial stage; and awareness about investments.



Budget Analysis

Investor Awareness Program

2. Sports Club

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	09-Feb-19	Inter Class Indoor Sports Competition	To encourage healthy lifestyle among students from diverse cultural & ethnic groups and learn teamwork and coordination; mainly infuses discipline & instills the value system in individuals.	Value of time, precision & competitiveness are the major learning points apart from communication, coordination & teamwork.
2	23-Feb-19	Inter -Class Outdoor Sports Competition		
3	27-Jul-19	Inter Class Sports Competition		



Inter-Class Indoor Sports



Inter-Class Outdoor Sports

3. 'The Urban Reader' Literary Club

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	23-Feb-19	Outdoor Trip to Shukavana	To discover and foster the literary talent of students and inculcate among students a fondness for	honing of literary skills; developing a taste for language and literature; expansion of the horizon in the world of literary arts
2	03-Oct-19	Sketching Competition		
3	22-Jan-20	Interactive Session on Swami Vivekananda by		

		Ms Meera Balganesan, DISHA	language; Build confidence in them to be at ease not only professionally but also socially; engage and prepare students for linguistic diversity	
4	28-Nov-20	Kannada Rajyotsava Vichara Dhare		
5	04-Dec-20	Story telling Competition		



Sketching Competition



Outdoor Trip to Shukavana [Mysore]

4. 'Sanskriti' Cultural Club

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	10-Aug-19	Fresher's Day 2019	Promoting a vibrant campus experience by providing social, cultural and recreational activities and encouraging student's interest, participation, and responsibility	Students developed self-awareness; self- discipline; open mindedness to move beyond boundaries and experimented with different ideas; ability to cope with criticism and learned from them
2	16-Aug-19	Celebrate the Nation Day 2019		
3	05-Sep-19	Teachers Day –A Day to Honour Teachers Selfless Contribution		
4	06-Sep-19	Ethnic Day'19-a Day to Celebrate True Indian Culture		
5	01-Jan-20	DSBA Rings in the New Year 2020		
6	04-Dec-20	Inter Class Solo Singing		
7	04-Dec-20	Inter Class Solo Dance		



New Year 2019



Fresher's Day



Ethnic Day



Celebrate the Nation Day



Orewa-Farewell



5. 'Mercado Termino' - Marketing club

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	04-Dec-20	Product launch	Provide a platform for experiencing marketing in practicality	Showcased Marketing, Creative & Innovative skills



6. Sadhana" - IT Club

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	23-Feb-19	Outdoor Trip to Shukavana	Improving ICT skills by nurturing student's creative and programming skills, and sharpening their research and presentation skills.	Got hands-on experiences, became more tech-savvy; improved cognitive and technical skills
2	04-Dec-20	Code Debugging; WEB Page Design		



7. B R Ambedkar Study Centre

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	15-Apr-19	Ambedkar Jayanti Celebration	To propagate the ideas and ideals of Bharathratna Dr. Babasaheb Ambedkar on society, economy and polity.	Became aware and discovered the lasting relevance of Dr B R Ambedkar; understood the ideas and philosophies to which this great person stood for.
2.	26 Jan 2021	Republic Day-Speeches honouring Dr B R Ambedkar, the Father of the Indian Constitution		



Extension Activities

1. National Service Scheme [NSS]

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	26-Feb-19	Awareness Session on Plastic Free Cleanliness Drive and Recycling by Mr. Mayank Vashista and Mr. Sumanth from The Art of Living		

2	02-Aug-19	NSS Inauguration and Orientation for Batch 2019-20	Develop in students a sense of involvement in the tasks of nation building & improve the personality of students through community service	Acquired leadership qualities and democratic attitude; practiced national integration and social harmony; developed among themselves a sense of social and civic responsibility
3	16-Aug-19	NSS Unit Organizes Blood Donation Drive		
4	06-Sep-19	NSS School Activity-1		
5	20-Sep-19	NSS School Activity-2		
6	01-Oct-19	NSS Unit Celebrates Birth Anniversary of Mahatma Gandhi and Lal Bahadur Shastri		
7	22-Oct-19	NSS Organizes Competitions for G. H. P. S. Students		
8	23-Oct-19	NSS Celebrates Rashtriya Ekta Diwas and Kannada Rajyotsava at G.H.P.S Thataguni		
9	02-Feb-20	NSS Go Green Drive		
10	06-Feb-20	PCOS Awareness Session for Girls		
11	9 Feb 2020 to 15 Feb 2020	NSS Special Camp 2020		
12	30-Jan-21	Swami Vivekananda Jayanthi by Shri Pramod Nataraj, Coordinator, DISHA Bharat		
13	14-Oct-20	REDC Workshop by Dr. Neetha Mahadev, the resource person, is a professor at the Department of MBA, BNMIT College Bangalore		



PCOS Awareness Session



NSS Camp



NSS Blood Donation Drive



NSS School Activity



Awareness Session on Plastic Free Cleanliness Drive and Recycling



**Dr. Neetha Mahadev, Professor
Department of MBA,
BNMIT College, Bangalore**



Competitions for G. H. P. S. Students



NSS Go Green Drive

2. National Cadet Corps [NCC]

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	2 & 3 April 2019	NCC Cadets get training to improve Firing Skills		
2	28-Apr-19	Cadets' Run to Highlight NCC Role in Nation Building		
3	07-May-19	NCC Administration Inspection		
4	22-May-19	NCC Cadets addressed by Lt Gen Rajeev Chopra, AVSM -DG NCC on Career Opportunities for NCC cadets		
5	06-Jun-19	Thal Sainik Camp 1 Selection		
6	21 June'19	International Yoga Day 2019		
7	29-Jul-19	NCC Induction Programme		
8	15-Aug-19	Independence Day celebrated with patriotic fervour		
9	26 August 2019 to 4 Sept 2019	DSBA Cadets attend CATC -6		
10	27-Sep-19	NCC Enrolment for academic year 2019-2020		

11	10 October 2019 to 19 October 2019	NCC 'CATC- IX & IGC RDC - II'	To create a Human Resource of Organized, Trained and Motivated Youth, Provide Leadership in all Walks of life and be always available for the Service of the Nation.	Developed Character, Comradeship, Discipline, Leadership, Secular Outlook, Spirit of Adventure, and Ideals of Selfless Service
12	26-Jan-20	Republic Day Celebrations		
13	2 February 2020.	Mega Tree Plantation Drive		
14	20-Jul-20	Online Training Commences for NCC Cadets		
15	20-Jul-20	Monsoon Tree Plantation Pakhwada Kicks off		
16	30-Jul-20	Online Training for NCC Cadets –Session 2		
17	31-Jul-20	Online National pledge taken by DSBA NCC Cadets		
18	01 August to 15 August 2020	NCC Cadets Undertake Blogging Activity		
19	15-Aug-20	Independence Day 2020 Celebrations		
20	16-Sep-20	NCC Cadets Attend Webinar-NEP 2020		
21	23-Oct-20	National Disaster Management Training Program for NCC Cadets		
22	27 Nov 2019	Swachchata Seva Abhiyaan		
23	14-Dec-20	Essay Writing Competition		
24	14-Dec-20	I Year Cadets Enrolment		
25	26-Jan-20	Republic Day		



Independence Day



Swachchata Seva Abhiyaan



Republic Day



Monsoon Tree Plantation Pakhwada NCC Enrolment Yoga Day



NCC Firing Training

Thal Sainik Camp 1 Selection

Alumni -Student Connect

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	09-Mar-19	Alumni Meet 2019	UG students see their possible futures through alumni, and alumni remember their pasts and what they experienced as students.	Students were provided career guidance, encouragement and, advice; opportunities to make professional contacts
2	23-Mar-19	Alumni-Final Year Student Interaction		
3	13-Apr-19	Alumni -Student Interaction with Second Year BBA and BCom students		
4	13-Jul-19	Alumni Interaction Day		
5	09-Mar-19	Alumni Meet 2019		



Alumni Interaction



Alumni Meet

Industry Associations

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	25th Mar 2019; 26th Mar 2019	Field Trip to Garuda Polyflex Foods- I Year		

		and III Year BBA & BCA Students		
2	18 July 2019 & 19 July 2019	Field Trip to Garuda Polyflex Foods Pvt. Ltd, Jigani Industrial Estate, Bommasandra for I Year students	Education– Exposure – Experience Bridge the gap between theoretical training and practical learning in a real-life environment	Brought clarity to important management concepts, as students had first-hand experience of how the concepts are put into action in a real working environment
3	17 September 2019; 18 & 20 September 2019	Field Trip to UNIBIC Foods India Pvt. Ltd, Huskur Road, Nelamangala -V Sem BBA & BCA; III Sem BCom students		
4	9 & 10 October 2019	Field Trip to Garuda PolyFlex Foods Pvt. Ltd, Jigani Link Road, Bommasandra, Anekal Taluk- V Sem BBA, BCom & BCA students		
5	22-Feb-20	Field Trip to Food Creations Pvt. Ltd -I- and II-Year BBA students		



Field Trip to Food Creations Pvt. Ltd



Field Trip to Garuda Polyflex Foods Pvt. Ltd

Certifications

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	18 Mar 2019 to 19 Mar 2019; 20 Mar 2019 to 21 Mar 2019	Outbound-Life Skills Training for I Year students by Eagles Unbound	Unlock the potential of team members; Increase collaboration, innovation and productivity.	Developed self-confidence, positive attitude, motivation; Managed time, anger and stress; Understood about courage, fears, risk taking, fighting new challenges
2	18 to 20 September 2019; 23 to 25 September 2019	Art of Living YES + Program for I Year Students	Provide experiential learning with an integrated framework for the youth to excel in various aspects of	Created a platform for youth with multiple opportunities to accelerate their physical, emotional

			life and lead a life with higher sense of responsibility.	and intellectual quotient
3	17-Jul-19	CIL Training on Personal Effectiveness	To edify the importance of Soft Skills for success in all areas of your life	Self-Directed interactive activities based on the topics helped students identify their strengths and weaknesses of their soft skills
4	22 July 2019 & 23 July 2019	CIL Training on Team work & Interpersonal Skills		
5	11 Feb 2020; 12 Feb 2020	CIL Training on Presentation skills for II Year Students		
6	12 Feb 2020; 18 Feb 2020	CIL Training on Communication skills for I Year Students		
7	29 July 2019; 30 July 2019	Pre-Placement CIL Training for V Semester students	Aimed at sharpening the skills of individual's for success in placement tests	A perfect blend of soft skills and relevant information ensures that the students develop confidence and are ready to face the selection process.
8	20 Sept 2019 to 18 Oct 2019	Aptitude Training Certification Program for III Year Students		
9	13 Jan 2020 to 29 Jan 2020	Financial Modelling Certification by Mr. Supreeth Garla. He is the Executive Director of NICT Computer Education Pvt. Ltd- III Year BCom & BBA students	Application of Excel within a financial framework to explore; forecast financial models	At the end of the session students could harness Excel's tools and functionality
10	27-09-2019,4 October to 19 October 2019;27 & 28 Jan 2020	MS Office Certification Program	To educate MS-office system & train them to work on in MS-office system	exhibit improved understanding of MS - Office and
11	13 January to 25 January 2020	Domain Specific Certification program on 'MS Office & BFSI' for II Year Students by Proedge Skill Development and Edutech Pvt Ltd	Provide in-depth knowledge on 'MS Office & BFSI'	Students acquired relevant, appropriate and adequate technical knowledge together with the professional skills and competencies in the field of Banking Finance Services and Insurance (BFSI) and other soft skills.
12	13 Jan 2020 to 29 Jan 2020	Communication Skills Certification Program' for II Semester BBA & BCom students by Proedge Skill	To enhance the learner's communication skills by giving adequate exposure in LSRW-	Tips, techniques, exercises, games, and other activities that were conducted gave an opportunity to students

		Development and Edutech Pvt Ltd	listening, speaking, reading and writing skills and the related sub-skills	to learn more about effective communication, helped guide their interactions with others, and improved their communication skills.
13	13 January to 25 January 2020	CorelDraw and Introduction to Data Analytics Certification Program by NICT Education Pvt. Ltd	Impart knowledge and skills to understand and use different features and tools of CorelDRAW software & Data Analytics	Ability to identify the characteristics of datasets and compare the trivial data and big data for various applications
14	28 July 2020, 29 July 2020, 04 Aug 2020	ORACLE Tech Webinars for BCA students	To give meaningful insights into data; gain strategic business insights for better decision-making.	Enhanced the knowledge and understanding of new technologies
15	29 July 2020-15 August 2020	DSBA Students Participate in YCC 2020	To connect the youth with institutions and organizations, giving them a useful perspective about their career prospects in this challenging and disruptive economic landscape.	The mega online event helped students delve deeper into What-and-How the future looks like from the YOUTH-perspective; further gained insights in the areas of Employability, Skill Ability, and Entrepreneurship.



Art of Living YES + Program



Outbound-Life Skills Training



CIL-Communication Skills [I Year BBA]



Pre-Placement Training [Final Year]



CIL Training-Presentation Skills [II Year BBA]



Certification program on CorelDraw & Introduction to Data Analytics [I Year BCA]

MS Certification

Instructional Intervention

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	21-Mar-19	Behavioural Session and Global Education Awareness Program – 2019 for II- and III-year students by Mr Yasir Mushtaq, currently working with Manya–The Princeton review as Sr. Manager–Marketing and Operations	To apprise students about abroad test preparation, overseas admissions, skill building especially in language and communication training	Students became more self-aware and effective to plan their academic life
2	5th Apr 2019	Career Orientation Session for Final Year BCom and BBA Students by Prof. Muralidhar Reddy, HOD CLAP Global MBA	To provide Career Inspiration and Guidance suitable to student's personal needs including age, ability, attitudes and aptitudes.	Final year students were in a better position to make informed choices, plan and take control of their future
3	08-Feb-20	Knowledge sharing session on preparing for Competitive Exams by Career Launcher [CL Educate Ltd]		
4	11-May-19	The Bespoke Show 'Innovate, Cross-Skill, Up-Skill (ICU) in a VUCA world'	A forum for candid discussion on topics of interest covering conventional and non-conventional sectors; mainstream and offbeat careers; art and literature; media and entertainment; and even international affairs	The expertise and perspective of the professionals on varied topics was inspirational; offered unique guidance and influenced the students
5	12-Oct-19	The Bespoke Show 'Product leadership in a data driven world'		
6	25-Jan-20	The Bespoke Show 'The Un-Accidental Entrepreneur'		

7	14-May-19	French Language Orientation for first- and second-year students	To orient students for their French academic experience	Gave students a head start on acquiring additional linguistic skills in the immersion context.
8	08-Jul-19	Inaugural Program for First Semester UG Students	Bridge Programme helps newly admitted first year students make a seamless start into their graduate career	A Bridge to Active learning-the uniquely designed range of programs in the Bridge Programme could help the newly admitted first year students make a changeover from the pre-university level to the university; gain familiarity; learned some life skills through activities
9	14-Sep-20	Virtual Inaugural Ceremony 2020		
10	9 July 2019 to 19 July 2019	Bridge Program for the newly admitted Undergrads		
11	16 Sept – 22 Sept 2020	Bridge Program on Virtual Mode for First year UG Students		
12	15-Sep-20	First Year Students 'Break the Ice' During Bridge Program		
13	09-Jul-19	Orientation on Career Edge Program /CA-CS Foundation and Other Certifications by pm by Mr. Shriram Vamsi, Co-founder of ProEdge Consulting and Training LLP		
14	16-Sep-20	Orientation on Career Edge Program/ CA-CS Foundation Program & other Certifications by Mr. Shriram Vamsi the Co-founder- ProEdge, a Training & Talent Management Solutions Company		
15	09-Jul-19	Orientation on BCA Certification Programs by Prof Anoop G L, DSATM		
16	16-Sep-20	Presentation on Application of Computer in Various Fields by Dr. C. Nandini, is the Vice Principal; Prof & Head of CSE Dept, DSATM		
17	16-Sep-20	Orientation on Corel Draw & Data Analytics by Mr. Madhusudan, faculty at NICT Computer Education.	To provide insights on CorelDraw and	Birds-eye view on the courses that develop programming abilities

18	23-Jul-19	Orientation on 'Cloud Computing' by Kraftski	Data Analytics, Cloud Computing Course	
19	09-Jul-19	Orientation on Tally/Microsoft Excel/DM and Other Training Programs		Realization that one cannot accumulate all the valuable skills in the final year of college; it's imperative to start right away to acquire a promising career
20	21-Sep-20	Orientation on Digital Marketing and Other Training Programs' by Mr. Supreeth Garla is the Director of NICT Education	To acquaint the students about the skills required to be 'Job Ready'	
21	10-Jul-19	Session on 'Conscious Leadership by Ms Archana Krishnamurthy - a coach, mentor, facilitator, motivational, spiritual seeker and the Project In charge at AISECT Bangalore for TISS Courses.	To enlighten students about the topic	At the end of the session students understood that human qualities are recognized, acknowledged and respected for the value that they bring
22	11-Jul-19	Session on 'Personality Development' by Dr Maruthi Ram, Professor & HOD, Department of MBA, Research Centre, BNM Institute of Technology, Bengaluru	To introduce and discussed the fundamentals about Management	Realization that virtues are important and when incorporated in life improves one's code of conduct
23	11 July 2019 & 12 July 2019	First Year Students Participated in Collage Activity "Nature & Me'	To get a deeper understanding of the theme and using things found in the environment usefully; provide opportunities for brain development, mastery, self-esteem and creativity	Development of cognitive, social-emotional and multisensory skills.
24	12-Jul-19	Session on Confidence Building/Goal Setting and Professional Grooming by Ms Ramya Narayan, Director of E-VOLVE, Learning and Development	To build self-confidence, enhance self-esteem and improve overall personality of the participants.	Developed and maintained a positive attitude and learned to be assertive Mastered Cross Cultural Etiquette and were better informed about handling difficult situations with grace, style, and professionalism
25	16-Jul-19	Holistic Personality Development Workshop by Disha Charitable Trust for Value Initiatives(R)		

26	15-Jul-19	Orientation to Agri Business 'Mud to Millions' by Mr. Uday Kumar Kollimath	To develop and build up the students' practical knowledge about agriculture; and importance of millets	Got an idea about agribusiness-related topics and the business opportunities available in the field of agriculture.
27	15-Jul-19	Nation Building by creating awareness and learning from Ethos and traditions of Armed forces -A Motivational Talk by Major General VPS Bhakuni, VSM, CEO of Eagles Unbound	Create awareness and learning from the ethos and traditions of Armed forces	Inspirational and Motivational talk helped students imbibe the management lessons from the Indian Army
28	21-Sep-20	Nation Building by Creating Awareness and Learning from Ethos and Traditions of Armed Forces' by Major General VPS Bhakuni, VSM, CEO of Eagles Unbound		
29	18-Sep-20	Session on 'Soft Skills for Managers' by Dr Surekha Nayak is an Assistant Professor at School of Business and Management, CHRIST (Deemed to be University)	To acquaint students- the future managers - the importance of soft skills for optimum workplace productivity	Students were able to identify the essential soft skills that paves the way for personal and professional success
30	18-Sep-20	Session on 'Initiatives and Innovation' by Mr. Sreekiran is the Founder & Director at CLAP and Chairman at KITE Foundation	To develop an understanding the role of Initiatives and Innovation for success in business	Through the live examples' students were inspired to be innovative and entrepreneurial.
31	22-Sep-20	Session on 'Introduction to 'Financial Management for Graduates' by Dr Sukanya Hegde is the Director, NIMS	To help students understand and explore intricacies of Financial Management	Demonstrate an understanding of the overall role and importance of the finance function and basic finance management knowledge
32	19-Nov-19	Workshop on 'Financial Education' by Dr Sukanya Hegde-Director, NIMS for faculty and students		
33	22-Aug-19	Orientation on Domain Specific Certification Program-1-Advanced Digital Marketing and Financial Modelling by Mr. Supreeth Garla,	To examine and explore the role and importance of digital marketing in today's rapidly	Articulate the value of integrated marketing campaigns; Explain the role and importance of digital marketing in a

		Executive Director of NICT Computer Education Pvt Ltd	changing business environment.	rapidly changing business landscape
34	24-Aug-19	Orientation on Domain Specific Certification Program-2-by Mr. Arjun Chakraborty- President & CEO, TrakInvest	Enlightened students about the interactive virtual world to enhance investment skills	Students now had a fair idea to choose from one of the certification programs- Advanced Digital Marketing, Financial Modelling or Global Online Trading Certification. They were in a better position to charter their career path by making a great and wise choice!
35	23-Jan-20	Orientation on Global Certification Program Prof. Dr. K. Muthuchelian, currently Pro Vice Chancellor of Dayananda Sagar University, Bangalore	To educate and inspire students to participate in the Global Certification Program [GCP].	Apprehended the benefits - adds value to the resume ; helps while on pursuit of higher education; lifetime of cherishable memories
36	26-Aug-20	Online Orientation on 'BBA Elective' for V Sem BBA Students	To provide an overview of the course specializations –	At the end of the session students got further clarity and were able to make the right decisions in choosing their electives.
37	26-Aug-20	Online Orientation on 'BCom Elective' for V Sem BCom students	Marketing/Finance; Accounts/Finance	



Dr Deepak R, Professor, Department of Management Studies at the DSCE



Mr. Shriram Vamsi, Co-founder- ProEdge



Mr. Sreekiran Founder & Director at CLAP & Chairman at KITE Foundation



Major General VPS Bhakuni, VSM, CEO of Eagles Unbound



Dr Sukanya Hegde is the Director, NIMS



French Language Orientation



Collage Activity [Bridge Program]



The BESPOKE Show



Mr Yasir Mushtaq, Manya–The Princeton review
Sr. Manager – Marketing and Operations

Life Skills Education

NO	DATE	EVENT	OBJECTIVE	OUTCOME
1	08 and 09 May 2019	Aastra'19-Inter Collegiate Fest	Create a milestone in the student's overall growth; imbibe the quality of managing the given resources; unite in a combined and synergized effort to organize this fest	a valuable learning experience through student involvement in fundraising, public relations, organization, administration, budgeting, scheduling, teaching, and leadership development
2	8 Feb 2020	Battalia 2020-Inter Collegiate Sports Fest at DSBA		
3	15 July 2019 to 19 July 2019	Illustration Workshop by The School of Architecture-SOA DSATM	Bring awareness to the students about the meaningful connections that exist among the disciplines that sharpens students' understanding	Multi-Discipline learning enabled students to become well-supported creative and better learners.



Aastra '19



Battalia 2020



Illustration Workshop



Founder's Day 2020



Ayudhya Puja



Graduation Day



Parent Teacher Meeting [Offline & Online]



Iftar Celebration 2019



Women's Day



Teacher's Day

6. Bench Marks – 2019

Multi-disciplinary Learning

- The School of Architecture-SOA DSATM teamed up with DSBA to conduct a Five-Day Skill Development & Value-Added Short-Term Certificate Course for the students of second and final year BBA, BCom & BCA students. The five-day extensive hands-on workshop was conducted from 15th July 2019 to 19th July 2019 in which 200 students approximately participated with great interest. The venue was SOA-DSATM, M Block.
- The unique hands-on activities and the multidisciplinary approach created a powerful learning experience and emphasized integrative learning, critical thinking, and creative problem solving. It enriched students' perception and experience and made the learning process more productive and enjoyable. It can now, engender in students the capacity to analyse information and apply it to real life cases.



http://www.dsatm.edu.in/images/Architecture/SOA-Events/SOA-Events-July_2019.pdf

Trees have been cut down for Metro construction and road widening on Kanakapura Road.

Students instilled a realistic concern to ensure every tree cut for the development project must be replaced by planting saplings. It stemmed from a vision in which street trees are integral to life in the city of the future. Statutory permissions are required in order to carry out the changes, yet students have been actively involved in



furthering the cause.



- NCC wing of DSBA under the aegis of 2 KAR Battalion National Cadet Corps conducted Swachh Bharat Abhiyaan mega rally, tree plantation at OB Chudanahalli village on 27th Nov 2019.

- NCC cadets and NSS volunteers participated in Mega Tree Plantation Drive on 2 February 2020 at the Bangalore University.

In the days of yore, **The Vrishabhavathi River** was a serene river, but soon turned into a stark example of river pollution. To help revive the river and create alertness among the residents who live in the vicinity of the river, DSBA students had planned to join hands and spread awareness about river cleaning & restoration.

- While the institution was in the process of taking approval, world reeled under the Covid wave, Lockdown created a miracle and cleansed the river!

<https://www.thequint.com/neon/social-buzz/bangalore-begalauru-river-vrishabhavathi-clean-covid-lockdown>

7. Bench Marks – 2021

- Solar panels are instituted in the campus since 2019. Portion of the energy transformed into electricity is being consumed for heating purposes in the hostel at the campus, the excess of solar energy is wheeled into the grid; in the time to come the renewable energy will be used in various other ways.
- Academically, the national level accreditation process for the institution is almost complete, now we aspire to higher standards of educational quality and incorporate additional graduate programs.
- Aim to participate in other national and international level ranking and rating, accreditation process.

Dayananda Sagar Business Academy
Udayapura, Kanakapura Main Road, Bangalore 560 082.
www.dsba.edu.in

PRME related queries can be addressed to:

principal@dsba.edu.in