



# Dayananda Sagar Business Academy

Udayapura, Bangalore.

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**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**



# Dayananda Sagar Business Academy

Udayapura, Bangalore.



## Dayananda Sagar Business Academy

(Affiliated to Bangalore University)

College Code - 6J

28 March 2017

To  
**Mr. Jonas Haertle**  
Head of PRME  
UN Global Compact  
801 2<sup>nd</sup> Avenue, 2nd floor  
New York, NY 100017, USA

**Sub: Renewal of DSBA's Commitment to Principles for Responsible Management Education**

Dear Mr. Jonas,

We are pleased to reaffirm our continued commitment to Principles for Responsible Management Education. It is our pleasure to present a report on our progress for the second time in a row.

Dayananda Sagar Business Academy [DSBA], believes in advancing social responsibility through incorporating universal values into curricula, pedagogy and research. With a focus on "Creating value centred global professionals" and contributing through sustainable, social, environmental and economic values, DSBA seeks to establish a process of continuous improvement, in order to develop a new generation of business leaders, capable of managing the complex challenges faced by business and society.

The Second International Conference on "*Responsible Management Education - Key to Holistic Development of Society*" provided a platform for Academicians, Researchers and Corporate to come together and deliberate on creating responsible management education for holistic development of society. The conference received an overwhelming response and the intellect, experience, vision and ideas of the participants added tremendous value to the discussions during the conference and I'm hopeful that it will create new wave in delivering education.

We believe we can be an agent for positive change and in the offing is '*each one, teach one*'; an activity designed to raise social awareness and sensitize students to the social problems in the society and contribute to their alleviation in a small but significant manner.

We have a long way to go; nevertheless, we will strive for excellence by being passionate in our endeavour to deliver quality and continuous improvement in the application of the Principles for Responsible Management Education.

With Regards

Dr (Brig) Sandes  
Principal  
Principal

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**Sharing Information on Progress**  
**Principles of Responsible Management Education (PRME)**  
**March 2017**

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# Dayananda Sagar Business Academy

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## 1. Institute's Profile



Late Shri R Dayananda Sagar

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.

### 1.1 DSI Heritage

The Dayananda Sagar Schools and Colleges of Science, Arts and Commerce are pioneering institutions founded by late Sri Dayananda Sagar in the early nineteen sixties. One of the India's leading educational institutions, a front-runner in the field of education today, Dayananda Sagar Institutions (DSI) operates under the aegis of the Mahatma Gandhi Vidya Peetha Trust, in Bangalore- described as the Silicon Valley of India.

Our institutions are characterized by the quality of education across a broad range of disciplines from pre-university courses to post-graduation and doctoral programs covering Engineering, Dental Sciences, Biological Sciences Arts, Commerce, Sciences, Pharmacy, Nursing, Allied Health, as well as Business Management and Information Technology.

Progressively a number of institutions offering diploma, degree and postgraduate courses in Engineering, Dental Sciences, and Pharmacy were added. Keeping pace with technological growth, Management, Information Technology education programmes, courses in Biotechnology and Microbiology have been introduced. Facilities for doctoral and post-doctoral work are now being introduced.

Health care education has been gaining prominence at the DSI campus through the diploma and graduate programs in Nursing with its well-equipped laboratories and modern infrastructure. The Allied Health College offers a few programs that are in demand with several in the pipeline.

DSI's commitment to internationalization is expressed in its collaborative research and exchange programmes involving institutions from across the globe.

Besides our high-calibre teaching staff, the students are given a challenging academic environment with well-equipped lecture theatres, laboratories, excellent libraries and



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computer networking facilities. Besides academics, we also have exceptional sports facilities. The hostel facilities cater to local and international students, encompassing the cultural and recreational needs of our students.

## 1.2 Leadership

The pride of DSI is its leadership team.



Dr. D. Hemachandra Sagar  
Chairman, DSI



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



Mr. Galiswamy  
Secretary, DSI

The champion of DSI is its leadership team. The champions of Educational Development with exceptional leadership vision and records, our leaders follow the footsteps of our founder Late R Dayananda Sagar. Thinkers, Planners, institution builders and medical doctors enriched with insight gained from hands-on work experience. They bring with them a piece of worldly wisdom in all that they do.

## 1.3 About Dayananda Sagar Business Academy [DSBA]

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 as well as Post Graduate programme in Management. DSBA focuses on concept, knowledge integration and application to transform students into competitive business leaders. The innovatively crafted courses of DSBA also instill 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. The state of the art facilities and



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spacious class rooms, seminar halls, labs and library provides the ideal and ambient educational atmosphere to the students. Sports indoor as well as outdoor, cultural and club activities are an integral part of the curricula at DSBA.

## 1.3.1. Team DSBA



Dr. (Brig) Sandes  
Principal, DSBA



Dr. Veena K N  
Dean, DSBA



Prof. Nikitha Sreekantha  
HOD

## DSBA Faculty – Inspiring Minds





## 1.3.2 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.

## 1.3.3 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.



## 1.3.4 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.



## 1.3.5 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 instill 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.



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## 2. Preface

I am proud to present a report of activities at Dayananda Sagar Business Academy, Bangalore for the period - March, 2015 to March, 2017.

Dayananda Sagar Business Academy [DSBA], one of the youngest institutes under Dayananda Sagar Institutions, is an ambitious educational institute with a focus on creating responsible leaders. In order to realise its mission, DSBA has been striving continuously by identifying and implementing programs and activities relevant to present learning needs of students.

Along with learning courses on various disciplines, students at DSBA participate in co-curricular and extra-curricular activities which lead to the holistic learning. While activities like blood donation, interaction with school kids and village empowerment program enhance social sensitivity, out bound learning, inter collegiate competition and club activities build team spirit and confidence, Global captivation program provide students an opportunity to learn through international exposure.

As a signatory to UN – PRME, DSBA believes in the principles and framework for responsible management education and has been involved in actions to realize PRME goals through various activities. I present this **Sharing Information on Progress** report, with a glimpse of activities, on behalf of DSBA to all the readers from UN – PRME community.

Dr. Veena K N  
Dean, DSBA, Bangalore.



### 3. Alignment with UN PRME Principles

As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

**3.1 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.

DSBA fathoms the students' desire to learn and grow, make a living and carve a niche for themselves. Therefore, the institution helps students encounter new ideas and challenges and shape their future and develop them into mature, responsible and independent adults.

**Centers of Excellence** established at DSBA promotes collaboration and uses the best practices and focuses to drive students-valued results.

**1) Center for Management Development and Research [CMDR]** - focuses on organizing activities and events to promote new thinking towards Concepts and Practices of Management. Activities and events include:

- Organizing National and International conferences.
- Organizing Faculty Development Programs.
- Organizing Workshops and Seminars.
- Encouraging faculty to take up Consultancy and Research work, and publish their research work.
- Bring out Bi-annual in-house journal with ISSN.

**2) Center for Career Progression [CCP]** -In ever increasing competition to achieve higher goals and increasing opportunities to pursue one's interest, students need appropriate guidance and awareness. CCP organizes:

- Domain Specific Certification courses.
- Training programs, Seminars and workshops.
- Placement assistance workshops to familiarize students about the career options and choose the best, based on their interest and abilities.
- Internships and Live projects help students to explore their managerial potentials.



**3) Center for Responsible Management Education [CRME]**-Management education is incomplete without sensitization towards society. It is important to impart value based management education to create global leaders with compassionate business sense. CRME initiates:

- National Service Scheme [NSS] activities.
- Village empowerment program.
- National Cadet Corps [NCC] activities.

**4) Center for Entrepreneurship Development [CED]**-In order to create and nurture entrepreneurial thinking among students, they are encouraged to participate in various activities organized by CED. More than 150 students are active members of CED. DSBA works closely with National Entrepreneurship Network [NEN]. Entrepreneurship related activities include:

- Skills required to design and develop applications of computer software.
- Sessions by Entrepreneurs.
- Mentoring and learning sessions
- Interactions with start-ups.
- E- Week.
- Business plan writing sessions.

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

The core ethical values that students inherit –pursuit of excellence, fairness, leadership, integrity and transparency, diversity to name a few -while pursuing academics at DSBA go a long way in ensuring holistic development in students and help them in achieving professional goals.

**Community Service Learning-** a form of experiential learning that integrates meaningful community service and brings students in contact with the challenging problems in the society, teaches them civic responsibility and in the course of action the students benefit, learn and grow from the experience.

**Spiritual Activities-**Students experience the Art of Living programs which focus on uniting mind, body and breath, learn the art of meditation, attain bliss while doing yoga and learn the techniques to make life a constant celebration.

**Unity in diversity-** Differences are part and parcel of life and positive behaviour is a



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possibility which promotes understanding and thereby becomes a necessity. The immense unity in diversity makes our institution an example of cultural brotherhood. Students imbibe qualities like respect for others, tolerance, fairness, and empathy which are required for development of civic skills in a democratic society.

**Leadership Education** - Knowing how to get along with people and displaying a positive attitude is crucial for success. Soft skills often undervalued are given utmost importance at DSBA. Opportunities are provided regularly for Leadership roles and these responsibilities create powerful forum for character development.

**Disciplinary Programs for Youth** - During the academic year, some students become wayward, violate the sacrosanct rules and regulations of the institution. The college disciplinary process helps students reflect on the moral and social consequences of their unwarranted behaviour and help them take personal responsibility and commitment to lead responsibly & responsively.

**Extracurricular Activities:** The goals of extracurricular activities focus on primarily, the individual student level, the institutional level, and the broader at the community level. Volunteering to join clubs at DSBA help students to build respect, learn team work, gain self confidence, get an exposure to real-world skills, develop time management skills, get relief from stress and make new friends.

**Outbound Training** : The outbound training programs are hands on engaging, fun , exciting and have the specific learning objectives to bring an improvement in students in the areas of teamwork, team bonding, communication, leadership, problem solving , decision making, motivation, change and personal development.

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

**Tools For Learning** - Apart from regular course curriculum, DSBA supports the learning system through a unique intervention designed by an expert team thus providing online resources and digital library facilities. Through integration of technology, DSBA encourages the students to get exposed to the world of information and increase the accessibility to knowledge and pace acquisition.

**Teaching pedagogy** - The pedagogical tools include project based learning where the students will have to undertake any specific project and demonstrate the integration and application of acquired knowledge. DSBA mainly follows experimental learning system and activity based learning system for the better understanding of the concepts .This



helps the students to understand the nuances of theory.

**Teaching orientation** - All subjects are being taught to inculcate ethical and society orientation to students'. The pedagogy concentrates on industry interaction and orientation in order to prepare the students to climb the corporate ladder in future.

**Evaluation** - Four level evaluation systems are being followed in DSBA ensuring the quality and depth of learning. This includes Case Based Assignment Evaluation, Assignment/Project based presentation, Contract Based Feedback for the trainers, faculty members and corporate (during project and internship) and written examination.

**Bridge program** - A bridge programme is conducted for all the students in order to equip and orient the students before the commencement of the University curriculum. This programme enables the students from various domains to experience a smooth transition.

**Industrial visit and Guest Speakers Support Learning** - Regular industrial visits and guest speakers' perspective enables real time learning. The cultural networking with industries and additional activities conducted to enrich the curriculum enables active learning in students.

**3.4 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.

### **Internship**

Short term internship is provided to students for the better understanding and experience of the market practices. Before giving the certificate students are evaluated based on their report submission and presentation.

### **Faculty Research Activities**

Research and teaching have different objectives but integrating teaching with research develops and enhances abilities in students. Research has a potential to reinforce teaching and thus research is brought into classroom; wherein, when the faculty engages in research activities students are equally involved in research projects like collecting data and thus they are initiated into inquiry-based learning.

### **Consultancy**

NuServices Pvt. Ltd approached DSBA with an objective to outsource a market research for identifying the feasibility of their services. NuServices Pvt. Ltd identified this need in



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the market and developed an 'App' base solution to address the repair and service needs of Electronic and Electrical appliances and was attempting to aggregate service providers. Before launching the service in the market, Nuservices Pvt. Ltd wanted to assess market through a dip stick study. A structured questionnaire was designed for data collection from potential consumers of the service. DSBA students collected the data and helped in making this venture for NuServices Pvt. Ltd successful!

**3.5 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.

**Memorandum of Understanding [MOU]:** It is extremely important to be connected with global network of industries and academic institutions. DSBA has strong associations with various national and multinational companies, educational and research institutes. With an intention to jointly work & to exchange expertise for mutual benefit and growth ,the institution has signed MOUs with the following :

- 1) Job Sippers
- 2) AIESEC
- 3) Standup Curators
- 4) NICT-Tally
- 5) Pro Edge-CA/CPT
- 6) NuServices Pvt. Ltd
- 7) National Entrepreneurship Network [NEN]

**Global Captivation Programme:** Global captivation programme of DSBA is designed to explore what lies beyond the familiar, to enhance the classroom curriculum & develop a holistic perspective. It is with this aim that college takes its students on an educational tour every year which offers students and their faculty mentor an intense, first-hand experience of the business culture of their chosen country or region. During the weeklong trips, students get a deep insight into the cultural diversity, business practises, industries, economy & visit a leading institution of higher learning .This enriches their classroom learning of management principles and the experience availed by them is truly unmatched in terms of global exposure. Students also get an opportunity to explore different business environments and to lay the groundwork for future international internships and jobs. Students visited Malaysia in 2015 and Dubai in 2016.

**National Service Scheme:** The college NSS sub-unit works as per the regulations of The Bangalore University The primary focus is on the development of personality of students through community service.

**Ambedkar Learning and Research Center:** Ambedkar Learning and Research Center at



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DSBA propagates the ideas and ideals of Dr. Babasaheb Ambedkar follows the guidelines set forth by the university.

## **Village Empowerment Programme:**

The students have adopted Obecudahalli village in South Bangalore and in the first phase, the objective of the Village Empowerment Programme is to identify the voids in education, empowerment and civic awareness aspects in the village and create an ecosystem to improve the same. Students doing the research are to submit their report and make a presentation.

The students are divided into three groups: One group will work on empowerment, another on education and the third on civic awareness. The research report and action plan will be implemented in association with Government and other agencies. Every year, one village will be adopted for empowerment and follow up. Faculty and students closely monitor, coordinate, support and evaluate the implementation of action plan. Transparency report will be provided to all finding agencies and associates. The research focuses on creating a comprehensive development plan covering the three aspects, implementation and demonstrating the changes.

In Education, the following aspects are covered: checking the present education status, assistance in procurement of school text books, stationery kit, school bags, conducting sessions by using smart class, conducting aptitude tests and vocational guidance for students passing 10th grade, assessment and implementation of Government projects, tie up with NGOs, Corporate and Government agencies and preparation plan.

In Empowerment, the areas covered will be the assessment of average per capita income, income generation and employability assessment, training on personal financial planning, training on entrepreneurship, creating Micro or small Entrepreneurs, educate on Government support, opening bank account, help in getting Adhaar Card and gas subsidy, planting two coconut trees for each household to enhance future income, tie up with NGOs, Corporate and Government agencies and preparation plan.

In Civic awareness, health care facility assessment, building toilet blocks, giving training on health and hygiene, garbage recycling bank, conducting medical camps, providing drinking facility, develop village path, tie up with NGOs, Corporate and Government agencies and preparation plan are included.

Empowerment evaluation is guided by many concepts: building a culture of evidence to make decisions, using cycles of reflection- helping people think about their data, act on it, and then reflect on the impact of those decisions, building a community of learners- where everyone is learning from each other along the way and cultivating reflective practitioners –people who think about how they can improve their performance on a daily basis. The four step approach to empowerment evaluation is help plan, implement plan, assess plan and improve their work.



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Students will be evaluated on the basis of depth of research, project activities conducted to achieve their goals, practicality of recommendations and action plan, project report and presentation and will awarded a certificate titled “Professional Certification in CSR and Rural Management.”

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

With a focus on “Creating value centred global professionals”, and contribute through sustainable, social, environmental and economic values, DSBA seeks to establish a process of continuous improvement, in order to develop a new generation of business leaders, capable of managing the complex challenges faced by business and society in the 21st century.

In this context DSBA has conducted International Conference and workshops:

### **International Conference on “Responsible Management Education - Key to Holistic Development of Society” on 21<sup>st</sup> and 22<sup>nd</sup> October 2016**

#### *Conference Theme*

Education plays an important role in creating consciousness among individuals about being responsible towards environment and society. “Tell me and I forget, show me and I may remember, involve me and I will learn” said Benjamin Franklin. Education, in particular, management education, should be designed to inculcate ethical and responsible behaviour among its practitioners, as it creates future managers and business leaders, who can influence the thinking pattern of the society.

‘Global Village’ is a phrase that everyone understands in the present globalised and technological era. Decisions, progressive or regressive, impact not only the immediate livelihood, but the future generations as well. In this context, Political, Corporate and Social leaders ought to be more conscious of repercussion of their decisions on Global Environment, Business and Life of mankind itself.

Managerial decisions intend development. However, Development in any sphere parse does not happen on its own; it has to be meticulously planned and managed well. Irresponsible managerial decisions and actions have caused havoc world over. In retrospect; Bhopal tragedy involving Union Carbide India Limited, Recession of 2008, Wall Street crash, Satyam scam etc., are results of some unthoughtful managerial decisions. Skewed management values are caused when managers favour short-term economic gains and interests of the investors over broader social values and interests of the stakeholders at large. This state of lopsided values is rooted in the classical business creed that focuses on own interests.



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Similarly, many cases can be recalled where corporates were involved in negatively impacting environment and disturbing the delicate biological balance and life.

The institution accepted 91 abstracts. 81 research papers were accepted for presentation and presented during the 2 days of deliberations. 53 delegates from industry and academia participated. 7 student teams presented collage / posters on the theme. Selected papers were published in the bi-annual DSBA journal of Research in Management with an ISSN number.

### **Workshop on Accreditation - A Competitive Tool**

In the last decade India has witnessed the fastest growth in the number of business schools offering graduate and post graduate programmes. This has led to intense competition among B-schools for survival, sustenance, creating a niche and realigning their value offerings. Hence, there is a growing realization among B- schools in India to re-invent themselves through various innovations, including, getting themselves accredited through national and international accreditors.

National accreditation from a national accrediting body will strengthen a B- school and also help conform to a regulatory requirements within the country. An international accreditation will help a B- school to strengthen, re-focus and fine tune its processes to international standards to deliver quality education and at the same time be ahead in the competitive sphere.

Dayananda Sagar Business Academy (DSBA) organized a one day workshop on Accreditation-A Competitive Tool on 16<sup>th</sup> Dec'15. The workshop saw participation of representatives from B-schools Top Management and B-school Faculty encompassing wide range of academic institutions in Bangalore.

The Resource Persons were Dr. V.J. Byra Reddy and Dr. Shakuntala Katre. Dr. V.J.Byra Reddy, a professor in the College of Management and Economic Studies at UPES, Dehradun is also an Associate Vice President –Academics & Accreditation. Dr. Shakuntala Katre is serving on the Governing Council/Management Committee of many prestigious Institutions of Higher Learning. Earlier, she served NAAC, Bangalore as a Senior Academic Consultant and was instrumental in the design, development and the Methodology of Assessment and Accreditation.

### **IACBE Forum**

An International accreditation will definitely help a B School strengthen, re-focus and fine tune its processes to international standards to deliver quality Business Education better and at the same time help keep its nose ahead of the competition; irrespective whether the competition is from within the national boundary or International.

In this context, Dayananda Sagar Business Academy (DSBA) organized IACBE forum at its campus to discuss a way forward for all business schools on 26<sup>th</sup> April'16.



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The IACBE is nationally-recognized by the Council for Higher Education Accreditation (CHEA), and is the leader in mission-driven and outcomes-based programmatic accreditation in business and management education for student-centered colleges, universities, and other higher education institutions throughout the world.

The speaker was Mr. Dennis N. Gash, President, IACBE. In his role as President of the IACBE, Mr. Gash is the Assembly's Chief Executive Officer and is responsible for the strategic, marketing, operational, financial, and values leadership of the Assembly. He also serves as the IACBE's Chief Accreditation Officer and, in this capacity, is responsible for carrying out and advancing the Assembly's quality assurance and accreditation mission.

Dennis previously served as Vice President and Chief Compliance Officer of the IACBE, the IACBE's Director of Mentoring Programs, and a member of the IACBE's Board of Commissioners.

Dr. V.J. Byra Reddy, Professor, College of Management and Economic Studies at UPES, Dehradun and Board of Directors, Asia region, IACBE discussed the accreditation process in Indian context.

This was an invitation based event and hence the organizing committee invited the Directors/Deans/Principals/HOD's of reputed academic institutions to participate in the much sought after event.

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

## 4. New Bench Marks

'Each One Teach One': Being Conceptualized

DSBA students to adopt the motto of 'each one, teach one', will select two villages in the neighbourhood; within a radius of seven kilometers and provide teaching support to underprivileged children, who are not fortunate to be in a reputed institution like them. They will identify the voids in education, empowerment and civic awareness aspects in the selected villages and create an ecosystem to improve the same.

Kuppareddy Lake [Tatguni] - It's about 2 ½ kms from DSBA and currently in a pathetic state. DSBA plans to help the lake development authority and NGOs in the restoration and rejuvenation work and will extend support by incorporating in the nature and greenery and turning the lake into a green belt area. Activities will be conducted by students to create and raise awareness in the locality about the importance of environment protection.



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## 5. Activities held at DSBA

### i) Second International Conference at Dayananda Sagar Business Academy



Dayananda Sagar Business Academy Centre for Management Development and Research [CDMR] and Centre for Responsible Management Education [CRME] conducted the Second International Conference on “Responsible Management Education –Key to Holistic Development of Society” on 21st and 22nd of October 2016 at Dr D Premachandra Sagar Auditorium & Centre for Performing Arts.

The conference majorly discussed the following sub themes but not limited to Role of Academia and Governing Agencies, Role of Industry, Theory & Practice on Management, Curriculum and Pedagogy, Governance, Leadership and Policy Making, Ethics and Value System in Business and Management, CSR, Sustainability, Role of Technology, Society and Culture – Sanskar and lastly Role of Media.

There was a special event for the students’ too-Collage/Poster making on the conference theme. Both UG & PG students were given an opportunity to exhibit and present their collages/posters on the second day of the conference at the venue

The Inaugural Address was given by Mr. Harsha Gowda Siddaveere, Senior Vice President at Colt Technologies, Strategy and Service Transformation. London, United Kingdom. Dr. Sridhar G, an IIT graduate, Doctorate from John Hopkins University and Founder – Deeksha Integrated was the Guest of Honour and he addressed the gathering.

The eminent personalities who addressed the plenary session on the first day were Dr. Asha Benakappa, Director of the Indira Gandhi Institute of Child Health (IGICH), Major General G. Shankaranarayanan (Retd), Prof. Salma Akhter, Consultant of UNDP, World Bank & UN organization at Bangladesh and Dr. Arathi VB, Founder – Vibhu Academy.

The moderator was Dr. Mohandas Hegde Director, CREST – Bangalore. The panel members were Mr. Hari Gandamaneni, Vice President - Goldman Sachs & Co; Prof. Salma Akhter, Consultant of UNDP, World Bank and other UN organizations; Mr. Dayananda Papegowda CIO –Lov Soy Food Industries; Mr. Arjun Devaiah Theethamada Director - Abhimanyu Academy, Bangalore & Major General G Shankaranarayanan [Retd].

To take the conference theme “Responsible Management Education - Key to Holistic Development of Society” forward, Second Plenary Session had eminent personalities like Ms. Sandhya Vasudevan, Deutsche Bank group Chief Operating Officer & MD; Mr. Sunil Shah



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– Deputy CEO and head- ITEC for Societe General Global Solution Center, India; Dr. Mohandas Hegde – Director, CREST – Bangalore.

### ii) IASCBE Forum held on 26<sup>th</sup> April'16



Dayananda Sagar Business Academy (DSBA) organised IACBE forum at its campus on 26th April'16 to discuss a way forward for all business schools; with an earnest hope that the B Schools take advantage of the forum and participate.

The resource persons for the forum were Prof Dennis N. Gash, President, IACBE and Dr V J Byra Reddy.

Prof Dennis and Dr Reddy began the forum by giving a brief history of the IACBE, scope of accreditation, functions of the IACBE, mission, vision, goals, and values, key distinctive of the IACBE, philosophy of accreditation, categories of membership, and accreditation process in detail. The guest speakers were open to all queries raised by the delegates throughout the session. The delegates found the forum very productive, beneficial and informative.

### iii) Workshop on Accreditation - A Competitive Tool



Dayananda Sagar Business Academy (DSBA) organized a one day workshop on Accreditation-A Competitive Tool on 16th December 2015 between 9:30 a.m. and 4:30 p.m. at its campus.



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The workshop saw participation of representatives from B-schools Top Management and B-school Faculty encompassing wide range of academic institutions in Bangalore.

The key takeaways of the workshop were:

- Awareness about the National and International Accreditation,
- Ability to critically analyze the benefits of Accreditation from different accrediting boards
- Comparing accreditation benefits of various International Accreditations.

## iv) CIL Training



CIL under the banner of DSI aims to bridge the gap between pure academics and the corporate realities. The Centre aims to impart innovative soft skill training programs to enable students to become champion leaders in their endeavor, and to sustain a high level of performance at the individual and later in the organizational level. The sessions include Working in Teams, Interpersonal Skills, Pre-Placement, Aptitude Training, Presentation Skills, Case Study Analysis, Business Plan Development, Personal Effectiveness and Leadership Skills.

## v) Guest Lectures and Seminars



All year around, guest talks and seminars are organized in the institution wherein distinguished personalities from the corporate world and renowned institutions are invited to share real world experiences with students. Attending a seminar has numerous benefits, including great inspiration, improving communication skills, gaining expert knowledge, networking with others, fuelling new ideas, renew motivation and confidence.



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## vi) National Cadet Corps – NCC

In order to inculcate national spirit and discipline among students DSBA desires to start NCC wing for SD/SW in its campus. The college has applied for strength of 80. A recommendation will be done by Col. Narendra Shukla, Commanding Officer 9Kar Bn. NCC to the Deputy Director General NCC Karnataka and Goa Directorate.



## vii) National Service Scheme – NSS



The formal inauguration of DSBA college NSS unit took place in 2015. Since then, the unit has conducted 'One Day Workshop on Social Leadership' for NSS volunteers, organised Blood Camps annually and held NSS week long special camp at Jnana Bharathi University, NSS Bhavan which included shramdhan, seminars, cultural show & yoga sessions which was a pleasurable and memorable experience for the NSS volunteers.

## viii) Ambedkar Learning and Research Centre





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Babasaheb Dr B.R. Ambedkar Study & Research Centre 'was formally inaugurated at DSBA in 2016. The Chief Guest for the event was Dr Siddalingaiah, Director -Dr Ambedkar Learning and Research Centre', Bangalore University. The Guest of Honour was Dr M.V.Usha Devi-Prof and HOD, History Department, Bangalore University. 'Ambedkar Learning and Research Centre' conducted Kannada essay writing competition activity.

### ix) E-Week



E week is a campaign led by NEN (National Entrepreneurship Network) & supported by Wadhvani Foundation. It focuses on deriving public attention and encourages participants and budding entrepreneurs to shape themselves as leaders and innovators. The theme for 2016 was 'Innovative Ideas for a Better World' About 50 activities were conducted during the course of the week between 20th Feb 2016 to 26th Feb 2016 to nurture student's entrepreneurship skills and hence help them scale new heights. It was a proud moment for DSBA, when Mr. Dmitry Tomchuk, Executive Director of Program Development & Mr. Mikhail Azarov, Project Manager – Rybakov Foundation, Moscow-Russia who came to India as a part of the NEN global initiative chose to visit the campus and wholeheartedly participated in the activities scheduled for that day.

Over 30 students of DSBA, orchestrated a Flash Mob in Bangalore's buzzing shopping complex area & celebrated their love for dance, showed their entrepreneurial spirit, reached and entertained an oblivious and pleasantly surprised audience & hoped to build public awareness and support for entrepreneurship, inspire people everywhere to explore their potential as self-starters and innovators, invest their innovative ideas and turn it into a viable business, ignite a spark for many talented young people to unleash their entrepreneurial side and make a positive difference in their lives.

### x) Bridge Programme

Bridge Program, a one-week experience introduced the first semester students to skills and expectations that they would encounter as a student at DSBA campus. This would give them a head start in making the transition from Higher Secondary School to successful college students. The centerpiece of the Bridge Program was introduction to the college level course. In addition, the program included instruction in developing study skills which are necessary for college success, opportunity to grow personally, while they enhanced their academic and leadership possibilities. It included general "college knowledge", study skills,



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time management, information about learning styles, strategies for studying, information about expectations, career counselling or computer familiarity.



Keynote intellectual speakers were invited who addressed on topics that are timely and extremely educational for the students. Most programs created small cohorts of students to give them an opportunity to make connections and to bond with other students.

## xi) Industrial Visits



Industrial visits are important for students as they can relate their theoretical knowledge to practical aspects, in terms of industrial unit operations, process, design concepts, as well as their impact on environment and society. Visiting a company helps in giving a practical perspective on the world of work. Students were taken to Karnataka Soaps and Detergents Limited [KSDL], Jyothi Fabricare Services Limited, SAP Labs, Hindustan Coca Cola Beverages Pvt Ltd, Lazza Ice-cream Factory, Titan Manufacturing Plant & Toyota Kirloskar Motor. The visits were wonderfully cherished by all students.

## xii) Club Activities

With more than 10 student clubs at DSBA numerous activities are conducted and there is something for everyone. Extracurricular activities form a vital part of experience, creating unique opportunities for friendship and learning. Activities conducted were: Mad Ads, Quiz Role Play Aptitude and IT quiz Poster Making Competition-Theme 'Clean India', Essay



Writing Competition topic -Save the Girl Child-a slogan made popular after Rio Olympics....But Girl Child should be saved in the interest of humanity!



Group Discussion on IT topics Stress Interview, A detailed budget for hosting the International Conference held on 24th and 25th Oct'16, Green Marketing, a trip to the temple town Melkote and Janpadaloka,Advertising and Extempore.

### xiii) Art of Living YES+ and Yoga Sessions



Sri Sri Yoga celebrates the diversity in yoga in a simple and joyful manner. The program has been designed by Sri Sri Ravi Shankar for the well-being of the body while nurturing one's mind and spirit. It is a discipline, both gentle and powerful, that integrates elements from the different paths of yoga, especially Hatha yoga, uniting the body, mind and breath in awareness.

Art of Living 'Yes +Program' is students and young professionals-oriented. It is a powerful life-skills program designed to accelerate personal all-round excellence. It is a smooth blend of ancient wisdom, yoga, pranayama (breath control), meditation and the Sudarshan Kriya, fused with contemporary intellectual exchanges. The YES! Session ensures an energy boost that gives life a kick where it is most needed.

At the end of the workshop the students discerned that practice of Yoga cultivates a healthier and happier lifestyle & Yoga goes beyond the physical body and helps one to sharpen one's sensitivity towards more subtle levels of existence, leading to a full blossoming of the individual's potential.

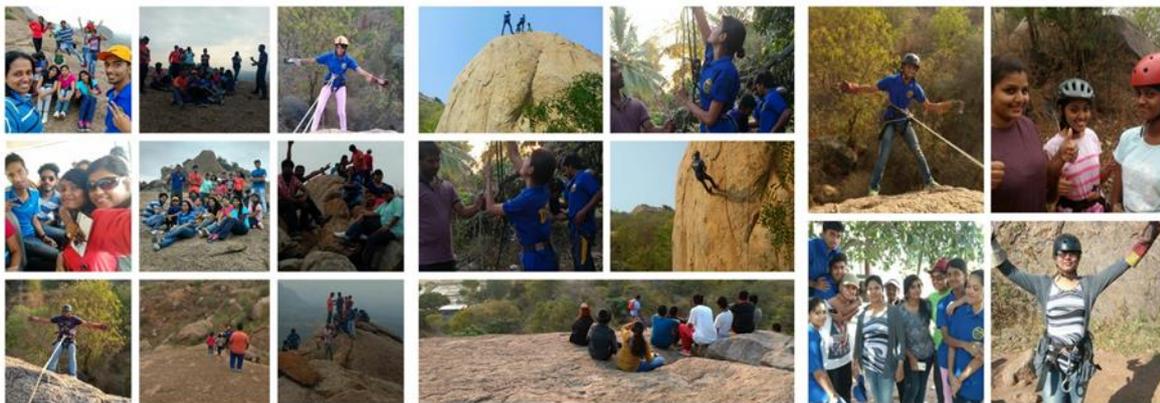


## xiv) Village Empowerment Programme



Students have adopted Obecudahalli village in South Bangalore and in the first phase, the objective of the Village Empowerment Programme is to identify the voids in Education, empowerment and civic awareness aspects in the village and create an ecosystem to improve the same.

## xv) Outbound Training Programme



DSBA's annual DOT [Dynamic Outbound Training] Program was conducted at Ramnagara, in liaison with the Coral Marketing Group. The overnight stay at Ramnagara put the students in touch with the nature. All the exercises planned were meant to build confidence in oneself, one's abilities and to develop a feeling of comradeship and encouraged team-building. The programme was deliberated in its use of physical activities. Here, the participants were required to face challenging situations as individuals as well as teams. Students went for ascending activity, Chimney Climbing & Rappelling, Morning Trek, Zip lining and Jumaring. All were adventurous and adrenaline rushing activities. The outdoor experience ensured quality fun time together and ended with them getting some learning in the process.

## xvi) Global Captivation Program

Global captivation program of DSBA is designed to explore what lies beyond the familiar, to enhance the classroom curriculum & develop a holistic perspective. It is with this aim that college takes its students on an educational tour every year which offers students and their



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faculty mentor an intense, first-hand experience of the business culture of their chosen country or region. During the weeklong trips, students get a deep insight into the cultural diversity, business practices, industries, economy & visit a leading institution of higher learning .This enriches their classroom learning of management principles and the experience availed by them is truly unmatched in terms of global exposure. Students also get an opportunity to explore different business environments and to lay the groundwork for future international internships and jobs.



The second year students visited Malaysia in 2015 and Dubai in 2016. Training schedules were arranged in Sunway University, Kuala Lumpur and American University, Dubai. Industrial visits were also planned in both the countries. Besides, sightseeing and shopping was also part of the agenda. The cherished moments, memorabilia brought home and the time well spent will always be seared in the hearts and minds of every individual who made the incredible & stupendous trip to Kuala Lumpur & Dubai.

### xvii) Orientation



Students had an orientation programme for CA-CPT& CS-Foundation programme .Ms Tejdeep Kaur from PROEDGE Consulting & Training gave details of Chartered Accountancy/Company Secretary course and said that it is dynamic, challenging and rewarding profession.



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Tally Institute of Learning (TIL) conducted an orientation for the first year students. Tally Education Private Limited (TEPL), established under the purview of Tally Solutions, intends to empower the current and next generation employees to contribute in a greater measure to their work, while providing personal success. Today, Tally is the preferred 'Accounting-to-ERP' business management solution in the small and medium enterprises segment in India. To meet the industry demand for Tally trained professionals and to bridge the gap between training and placement, TIL has collaborated with key universities, colleges to provide job ready skills to youth

## 18) Sports and Cultural activities



Sports and Cultural activities serve as a meeting place for creative minds to discuss ideas. As most of these activities are group-oriented, students from different niches get a chance to test their ideas in the face of intense competition, enrich their passions and cultures & increase opportunities for social interaction. Fresher's Day, Ethnic Day, Interclass cultural and sports competition, Orevwa [Farewell for final year students], Astra [Inter Collegiate Fest], Sportathon were some of the activities held in the college.

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