



Dayananda Sagar College of Arts, Science and Commerce

# COMMUNIQUE

Bi-Monthly Newsletter  
Volume 31 Issue 4 March—April 2024

Success is stumbling from failure to failure with no loss of enthusiasm. —Winston Churchill

## ACADEMIC ACTIVITIES

### HR Summit Vision 2024

Department of BBA/B.Com in association with IQAC conducted an event named HR Summit: Vision 2024 on 25th March 2024. Mr. RV Lokesh, Ms. Shivashree, Ms. Sabitha, Ms. Seetharam and Ms. Chaitanya B Das were the Key speakers of the event which witnessed 93 in house participants. The aim of this program was to enlighten the students & faculties about recent emerging trends in the field of HR. The second half of the session was panel discussion about the HR practices.

### Session on Future of Retail in India

The Marketing Club, BBA & B.Com department conducted a session on 'Future of Retail in India' on 22nd March 2024.

### PEP TALK

Department of BBA/B.Com organized a Pep talk on "Involvement of Women on Inspiration and Inclusion" in association with Cultural committee Ameya on 11th March 2024. The key speaker of the event was MS Pooja Salwan, Deputy Director, Women in Leadership, Executive education, BML Munjal University and the programme witnessed a tremendous



## Alumni Meet 2024

Alumni Meet -2024 was organized on 23rd March 2024. It was conducted in Dr. C.D.Sagar Auditorium at 11:00 am. The event started with the cultural program organized by the existing students and then it was followed by the formal inauguration. Adarsh Basavaraj, Columnist, The Hindu Express, 2016 batch Alumni was invited as the Chief Guest. The alumni shared their experiences at DSI and also assured to extend their professional support in terms of offering internships, jobs for

## Syllabus Orientation

Department of BBA/B.Com in association with Bangalore university and Bangalore University Teacher's Council for Commerce and Management conducted Syllabus Orientation for 6th semester students of B.Com and BBA on 27th march 2024. Syllabus orientation sessions are important components of educational institution's academic calendar, offering teachers and students a comprehensive overview of the course structure, expectations, and objectives. These sessions serve as essential road maps, acquainting faculty and students with the fundamental principles of the curriculum, including topics covered, assessment criteria, grading policies, and academic re-

## Workshop on 'Industry Readiness'

Department of BCA & Placement Cell (Gamyra) organized a session titled Industry Readiness Workshop for BCA 6th Semester on 15th March 2024. The key speaker of the event was Mr. Tomesh Kumar Jain, Zone head code Tantra Private Limited. The students were given detailed explanation on how to have the right skill set and knowledge to become employed and





### Orientation on Infosys Spring Board

MCA department conducted an orientation on Infosys Spring Board on 26th march 2024. Key speaker of the event was Ms.Pruthvi Adishesha, Senior Associate Learning-ETA, Infosys, Bangalore. 105 in house participants were present in the event and

### Orientation on 'Business Model Canvas'

Entrepreneurship Cell, M.Com department, organized an Orientation on 'Business Model Canvas' on 1st March 2024. The guest speaker of the event was Dr. Savitha Trivedi. Nine building blocks in the business model canvas were discussed in detail. Students were motivated to have a brainstorm and prepare a model canvas. 38 in house participants witnessed the

### Training on 'Full Stack Development'

For 6th Semester BCA students, a training program on 'Full Stack Development' was conducted on 6th March to 5th April 2024. It was conducted with in association with Swipegen for 30 hours of hands-on training on adjacent technologies and project assistance .

### Workshop on 'Communication Skills'

Training session on 'Communication Skills' for the II semester BCA students was conducted on 15th April 2024.



## Workshop on 'Corporate Culture'

In association with CIL, the BCA department conducted a workshop on 'Corporate Culture' for the 6th Semester BCA students. The workshop was aimed to enhance the proficiency in email drafting, creativity, develop coordination ability, presentation skills and communication skills.

## FDP

To equip faculty members with the essential skills and knowledge required to teach and guide students in the field of mobile application development, an FDP on 'Mobile App Development' was organized on 19th April 2024 by the BCA department.



## Seminar on 'Influence of Thoughts'

For 1st Semester BCA students, a seminar titled "Influence of Thoughts" was conducted by Ms. Sushma Lingaraj from Centre for Innovation and Leadership – CIL on 16th April 2024. It was aimed to develop positive thinking, motivation, setting up of goals, working on them, importance of punctuality, and attention towards the job.





### Guest Lecture by Alumni

Department of BCA organized a guest lecture by an alumni of BCA, Ms.Vibha BG, on 15th April 2024. She has completed her PG in Forensic Sciences. She explained the students the opportunities available in the field of cyber security and also forensics.



### Right Outside Your Window

A counselling and motivation session titled “Right Outside Your Window” was organized for the 6th Semester BCA students by the CIL. The student counsellor, Ms. Sushma Lingaraj, was invited as the resource per-



### Student Grievance Awareness Program

To educate students about the functioning of grievance redressal system of the institution, The department of MCA conducted a Student Grievance Cell Awareness Program on 22nd April 2024. The program provided insights into the various modes available for addressing student concerns and complaints. Through informative session students learnt about their rights, procedures for lodging grievances, and the role of the grievance cell in resolving issues effectively.



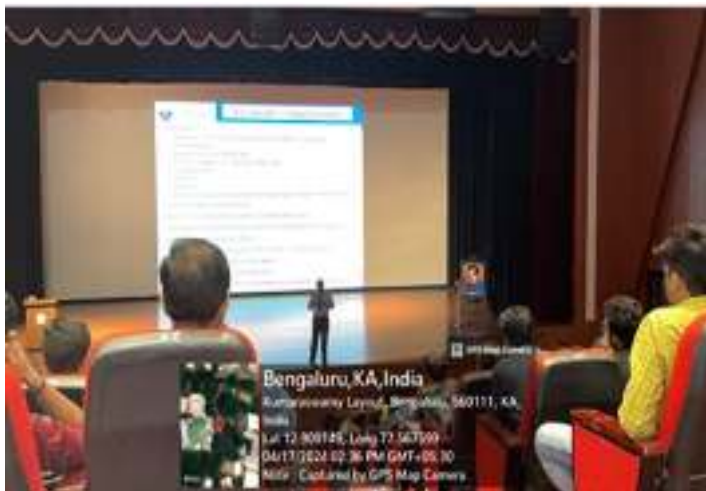
### Workshop on ‘Harnessing Webservers for IoT Data Capture and Processing’

The department of MCA conducted a workshop titled "Harnessing Webservers for IoT Data Capture and Processing" on 18th April 2024. This workshop provided invaluable insights into leveraging web servers for managing IoT data effectively. Students delved into practical demonstrations and discussions, exploring the crucial role of web servers in capturing and processing data from IoT devices.



### Pre-placement Orientation

For the MCA students, the Placement office, DSI, conducted a pre placement orientation session on 17th April 2024.



### Industrial Visit to LTIMindTree

Department of MCA, in association with Placement and training division of DSI, organized an one day industrial visit to LTIMindTree company on 5th April 2024. Prof. Srivatsala. Ms. Shilpa Rajesh from placement office coordinated the entire event with LTIMindtree and department. The college bus was provided as transportation. The attendees received a practical exposure of the functioning of a company and it’s work culture.





## Team-building by HR club

Fun-filled Team building Event was conducted by the HR Club –YUKTHI, BBA/B.Com department. The team building activities challenge team members to solve tasks at hand and in the process students learn the vital skills necessary for a good team and provide opportunities to share ideas in a fun relaxed environment.

## Pictionary Guess it to Win it – HR Club Activity

HR Club –YUKTHI student coordinators and members organized an HR Activity titled 'Pictionary – Guess it to Win it' for all the students of BBA/B.Com on 30th April 2024. The event consists of 2 Rounds. Round 1- Teams of 5 were created, where one participant was given a word to be drawn and remaining team members need to guess it, the team guessing it in lesser time would go to second round. The main aim of this activity was to test the inter personal and coordination skills between individuals.

## Accountoholics

The Accounts and Taxation club "Accountoholics" of B.Com/ BBA department had organized a fun and gamified accounts event covering recent accounting topics on 17th of April 2024. The game was designed to identify the understanding abilities and analytical capabilities of students with regard to basic elements of accounting concepts.

## Bizz Lab Orientation for BBA students

The department of BBA organized Bizz lab orientation session on 22nd and 23rd April 2024 for II Semester BBA students. The trainers Mr.Umesh and Ms.Deepika K highlighted how to login with the credentials, procedure for entering different entries in accounts and how to prepare invoice for different transactions of the business and also importance of present course and its benefits for the students in the future.



### Communication Skills session

The department of BBA conducted an orientation session on Communication Skills on 30th April 2024 for II semester BBA students. The trainer, Mr. Vishwas, conducted activities related to listening skills, verbal and nonverbal communication skills.



### Bizz Lab Orientation for B.Com students

Bizz lab Orientation for the B.Com students was conducted on 24th April 2024. Mr. Manohar Verma, trainer from Success Edge CA Academy, started the session with how to create Bizzlab account, and then introduced the topic "Accounting and Book keeping Process" entries Bizzlab online transaction.



### Internship guide ship Orientation

The department of BBA/B.Com organized Internship guide ship Orientation for teachers on 2nd April 2024. Teachers received training on guiding students through practical experiences, bridging academic knowledge with real-world applications.



### Stock-trading Orientation

The Department of BBA/B.Com organized the Stock trading orientation on 13th April 2024. It was aimed to provide essential knowledge for beginners to navigate financial markets effectively. Participants learnt about market fundamentals, including stock valuation, risk management, and trading strategies.





### Session on Business Analytics Course

An introductory session on 'Business Analytics Course' was conducted by the BBA department on 16th April 2024. It was focused on equipping students with the practical skills needed to analyze data. Students delved into specific software or tools, such as Excel or specialized analytics programs, learning how to manipulate, clean, and potentially visualize data. This practical experience provided a valuable complement to the theoretical concepts covered in class.



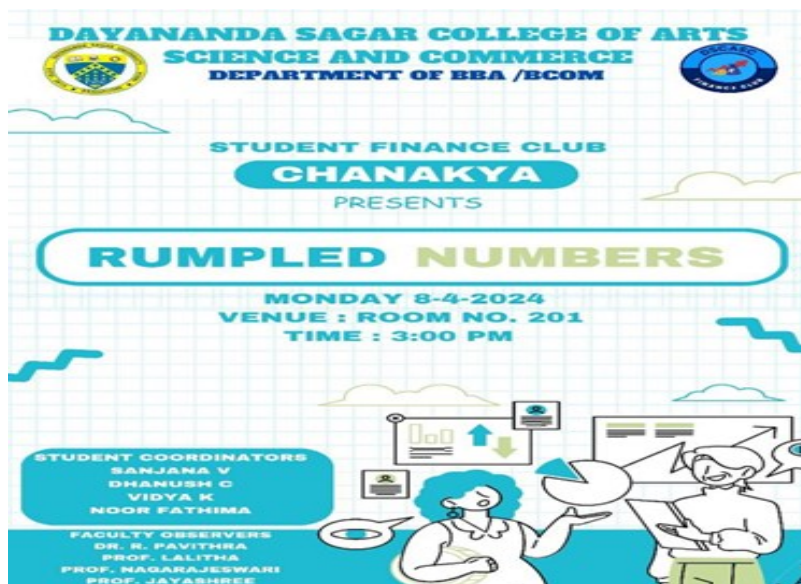
### Corporate Leadership Program

On 30th April 2024, a session on "Corporate Leadership Program" was organized by the BBA department on 30th April 2024. It provided an overview of a program designed to develop their leadership skills and prepare them for business careers.



### RUMPLES NUMBERS

On April 8, 2024, department of BBA & B.Com organized "RUMPLED NUMBERS" under "Chanakya," the Finance Club. This curriculum was designed to help students focus on financial aspects while also having fun. The student coordinators gave the students a list of numbers to memorize and instructions on how to arrange the numbers according to their rules. Students enthusiastically participated in the event and showed great engagement.



### Progression to Higher Education in Foreign Universi-

BCA Department - BCA Department conducted a programme on "Progression to Higher Education in Foreign Universities" on 18th March 2024. The Key speakers of the event were from Gennext and Team (Consultancy, Foreign Universities). The session was conducted by foreign delegates from various foreign universities to impart awareness about higher education.



### Alumni Meet

The DSCASC conducted an Alumni Meet 2024 on 23rd March 2024. Mr. Adarsh Basavraj (Alumni), Columnist, The Indian Express. His detailed talk about his successful career journey inspired and



### Presentation of Business Plan

Department of M.Com conducted an event on Entrepreneurship cell Activity titled 'Presentation of Business plan' on 22nd March 2024.





### Guest Lecture on Willingness and Ability

Department of M.Com conducted a guest lecture on Willingness and ability on 22nd March 2024. Dr. Shikha Ojha was the resource person of the event. Different perspective of demand, quantity and the inverse relationship between them were explained effectively.

### Counselling Session

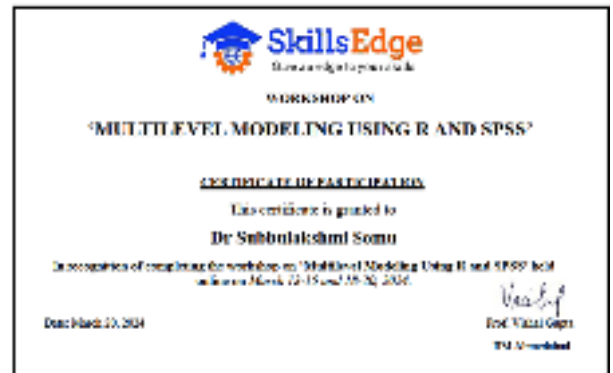
Department of M.Com conducted a guest lecture on Willingness and ability on 22nd March 2024. Dr. Shikha Ojha was the resource person of the event. Different perspective of demand, quantity and the inverse relationship between them were explained effectively.

### Guest Lecture on Statistics and Business Analytics'

Department of MBA hosted a guest lecture on "Statistics and Business Analytics' by Dr. Murulidhara Anandamurthy from JMP Software on 1st March 2024.. Dr. Anandamurthy's presentation delved into the application of business analytics in decision-making across various industries, emphasizing relevance of statistics in this context.

### Certification Program - Finmark-CISI

Department of MBA Conducted a Certification Program titled- "Finmark-CISI, certification Program, on Financial Planning and Wealth Management from 18th March 2024 to 25th March 2024. This program provided students the required exposure to not only capital markets but also to basics of investment strategies in relation to one's risk appetite.



### Student Research Conference

Department of MBA conducted an event titled Student Research Conference (SRC) on 21st March 2024. The event enabled students to present their innovative research findings and exchange ideas. They explored the impact of digital marketing, social media and e-commerce on contemporary business practices.



### Counselling Session for Students

Ms.Sushma Lingaraj, Student Counsellor from Centre for Innovation and Leadership – CIL conducted a counselling and a motivation session for the students BCA 6th SEM on the topic “Right Outside Your Window” on 18th April 2024. .



### Guest Lecture on ‘From Soil to Soul: Cultivating Growth through Gardening’

Department of Computer Applications organized a guest lecture on the topic “From Soil to Soul: Cultivating Growth through Gardening” on 27th April 2024. Students explored the transformative journey from soil to soul through gardening.





## NON-ACADEMIC ACTIVITIES

### Cultural Club Events

M.Com Department- M.Com department had organized cultural club from 12th to 15th March 2024. 80 in house students participated in the event. Inter class cultural events competition were organized. Events like cooking without fire, Rangoli, fruit carving, were conducted to hone the creative skills of the students.



### Women's Day Celebration

M.Com department conducted 'Women's Day Program' on 8th March 2024. 80 in house participants participated in the event. On this occasion students celebrated by forming a human stand formation in the college football

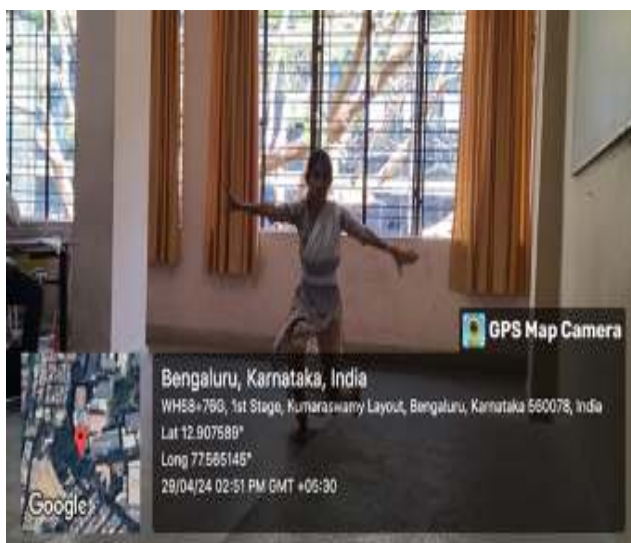


### Poster Presentation

The Department of computer Applications-BCA conducted an event titled "Poster Presentation on world earth day" on 16th April 2024. The main objective of this activity is to bring the creativity in creating the posters using Canva. The faculty from various departments judged the poster presentation.



### International Dance Day



Bengaluru, Karnataka, India  
WH58+763, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560078, India  
Lat 12.907589°  
Long 77.565145°  
29/04/24 02:51 PM GMT +05:30

Bengaluru, Karnataka, India  
WH58+4F4, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560078, India  
Lat 12.907451°  
Long 77.566135°  
16/04/24 01:08 PM GMT +05:30

## FACULTY PARTICIPATION IN FDP OR WEBI-

1. Dr. Deepika Sharma, Department of BBA/B.Com, participated in Faculty development program from March 18th to 23rd organized by St Claret College Bangalore on Advance Research methodology and AI.
2. Dr. K Pavithra, Department of BBA/B.Com, participated in the FDP on counselling and mentoring skills organized by DSCASC.
3. Dr. Sudarshan S Savanoor, Department of BBA/B.Com, attended online FDP titled 'Research Methodology' conducted by Shri Muktanand College Gangapur on 11th March 2024.
4. Dr. Shwetha S P, Department of BBA/B.Com, attended a National Seminar on Women Empowerment sustainable Development –An Analysis.
5. Dr. Shwetha S.P, Department of BBA/B.Com, attended International E conference – Impact of Digital Marketing in Agri Sector in Kolar District of Karnataka.
6. Dr. Shwetha S P, Department of BBA/B.Com, attended One Day Multi-Disciplinary International conference on the topic 'To study the Status of Curriculum in Higher Education in Karnataka –The Rubrics Journal of Interdisciplinary studies'.
7. Dr. Shwetha S P, Department of BBA/B.Com, attended one day National Conference on– A case study on 'Personality Development through Simplified' on 11th March 2024
8. Prof Mukesh Soni attended National level workshop on 'Research Methodology' organized by Sri Muktananda College, Gangapur, and Maharashtra.
9. Prof Mukesh Soni, Department of BBA/B.Com, attended a workshop on 'Honing Your Pronunciation Teaching Skills' and 'It's not what you say, it's the way what you say it" by British Council.
10. Prof Rashmi S, Department of BBA/B.Com, attended a Faculty Development Programme on Counselling and Mentoring session.
11. Prof Vidhya Sree S, Prof. Vinutha K Department of BBA/B.Com, attended a National Webinar on "Government Initiatives and Schemes to Support Women Entrepreneurs and women workforce" held on 7th March 2024.
12. Prof Vinutha, Department of BBA/B.Com, presented a paper in SKC College for Women on 20th March 2023.
13. Prof Faseeha Begum, Department of BBA/B.Com, participated in National webinar on "Economic Development through Financial Empowerment of Citizens" conducted by AMFI.
14. Prof Faseeha Begum participated in BBA/B.com Syllabus Orientation Program in Association with BUTTCM on 29th March 2024.
15. Prof V. R Rajendra Kumar, Department of BBA/B.Com, attended FDP on "Excellence in Instruction Elevating Teacher Deliverability" organized by DSECAC on 29th February to March 1st 2024.
16. Prof Anitha A, Department of BBA/B.Com Participated in a FDP on "Counselling and mentoring skills" organized by DSCASC on 29th March 2024.



17. Prof Lalitha, Department of BBA/B.Com, attended FDP on "Government's initiatives and schemes to support women entrepreneurs and women workforce" organized by MQI college of Management on 7th March 2024.
18. Prof Meghana C, Department of BBA/B.Com, participated in FDP on "Research Methods and Data Analysis Using JMP Statistical Software Organized by SCMS, DSU from 26th Feb 2024 to March 1st 2024.
19. Prof Meghana C, Department of BBA/B.Com Participated in FDP on "Counselling and Mentoring Skills" organized by BBA/B.Com Dept. – DSCASC held on 29th February 2024.
20. Prof Meghana C, Department of BBA/B.Com, participated in One Day National Level Workshop on "Maintaining Research Integrity: Navigating the research complexities of plagiarism" organized by Sun Virtual Learning on 2nd February 2024.
21. Prof Parminder Kaur, Department of BBA/B.Com, participated in National webinar on "Government's initiative and skills on 7th March 2024.
22. Prof Parminder Kaur, Department of BBA/B.Com, participated in Orientation of 6th Sem BBA and B.COM-specialization subjects on 27th March 2024.
23. Prof Nagarajeshwari M, Department of BBA/B.Com, participated in National Webinar on "Government Initiatives and Schemes to Support Women Entrepreneurs and Women Workforce" on 7th March 2024
24. Prof Nagarajeshwari M, Department of BBA/B.Com, participated in Syllabus Orientation of BBA/B.Com organized by B.com/BBA department, DSCASC on 27th March 2024.
25. Prof Parimala R, Department of BBA/B.Com, participated and presented a paper titled "Green Economy in context of India" in National Conference on "Global innovations for sustainable Development-opportunity and development" on 6th March 2024.
26. Prof. Sunil Kumar, Department of BBA/B.Com, participated in One Day National Workshop on "Research Methodology" held on 11th March, 2024 organized by Shri Muktanand College Gangapur, Maharashtra on 1st February 2024.
27. Prof Chitra D Rao, Department of BBA/B.Com, attended FDP on "Counselling and Mentoring Skills" organized by APTHAMITHRA at DSCASC on 29th February 2024.
28. Prof Shruthi B.K, Department of BBA/B.Com, attended FDP on 'Advanced Methodology Research using AI' Held from March 18th to 23rd March 2024.
29. Faculty members of BBA/B.Com department attended FDP on "Counselling and Mentoring Skills" on 3rd March 2024.

30. Prof. Vinay M ,Dept. of BBA/B.com, attended Faculty Development Program on “Counselling and mentoring Skills” on 29th February 2024.
31. Prof Vinay ,Dept. of BBA/B.Com, attended Five days FDP on Teaching through Technology organized by Padmashree Institute of Management and Science from 11th March to 15th March 2024.
32. Prof Rudreshwari G, Dept. of BCA, attended an online FDP conducted by St Claret College, Bengaluru on Advanced Research Methodology & AI. from 18th March to 23rd March 2024.
33. Prof. Nithya BN ,Dept. of BCA, attended an online FDP conducted by National institute of Technical teachers Training and Research ( NITTR) & AICTE on AIML and Data Science for Industry 4.0 (Advance Level)
34. Prof. Sailaja Bhaskar Murthy, Dept. of BCA, attended a National Level FDP conducted by Star International Foundation and Research and Education .
35. Dr.Subbulakshmi Somu, Dept. of MBA, attended a workshop on “Multilevel Modeling Using R and SPSS” through Skills Edge from 13th to 16th March 2024.
36. Prof. Niveditha K, Dept. of MBA, attended a Webinar on – “Lifecycle Management of Course Outcomes in Outcome Based Education (OBE)” held on 3rd March 2024.
37. Dr. Sumera Aluru ,Dept. of MBA, attended One Week Faculty Development Program on Advanced Research Methodology and AI organized by St. Claret College, Bengaluru from 18th March to 23rd March 2024.
38. Prof. Rudreshwari G ,Dept. of MCA, attended FDP on “Advanced Research Methodology & AI” - St. Claret College, Bangalore from 18th to 23rd March 2024.
39. Prof. Nithya BN, Dept. of MCA, attended Online FDP – “AI/ML and Data Science for Industry 4.0 (Advanced Level)” – NITTR from February 26th to 1st March 2024.
40. Prof. Sailaja Bhaskar ,Dept. of MCA, attended 7 Days National Level FDP on python - Star International Foundation Research and Education from 19th March to 25th March 2024.
41. Dr. Suplab Kanti Podder, Dept. of BBA/B.Com, participated Seven Day Faculty Development Program on “Artificial Intelligence in Higher Education: Teaching and Learning Languages” from 16th to 28th November, 2023.
42. Dr. Suplab Kanti Podder, Dept. of BBA /B.Com, participated 21 hours online Management Development Programme on “HR Analytics (Advance)” organized by Lal Bahadur Shastri Research Centre for Public Policy and Social Change (LBSRC), Delhi, India from 15th April to 21st April 2024.
43. Dr. Deepika Sharma, Dept. of BBA /B.Com, attended NPTEL –AICTE Faculty Development Program on Consumer Behaviour on 3rd April 2024.
44. Dr..R.Pavithra, Dept. of BBA /B.Com, attended National Webinar on “Power of Resilience” conducted by MQI college of Management on 24th April 2024.
45. Dr. Sudarshan S. Savanoor, Dept. of BBA /B.Com, attended FDP and National Level Seminar on Topic “ Intellectual Property Rights and Challenges in India” organized by Dept. of Commerce and Library of YC College, Ambejogai, Maharashtra on 26th April, 2024.



46. Rekha MP, Dept. Of BBA /B.Com, participated in National Webinar title 'Power of Resilience' organized by Social Impact Consultant and Counselling Psychologist on 24th April 2024.

47. Usha CR, Dept. of BBA /B.Com, attended 5th National Research Workshop on "Research Writing & Publication Strategies" organized by MBien Analytical and Systems in association with Adonic Informatics from 19th to 21st April 2024.

48. Rashmi S, Dept. of BBA/B.Com, attended National Level Online Workshop on "Writing Proposal for Funding Project" on 14th April 2024.

49. Rashmi M Umarji, Prof. Laltha, and Prof. Parminder Kaur, Dept. of BBA/B.Com, attended National Webinar on "Power of Resilience" organized by Ms. Kavya, Social Impact Consultant and Counselling Psychologist on 24th April 2024.

50. Kavya R, Dept. of BBA/B.Com, attended One Week Online National Workshop on Bibliometric, Systematic Literature Review from 27th March 2024 to 1st April 2024.

51. Kavya R, Dept. of BBA/B.Com, attended 'Research Methodology Online Workshop' organized by PBMEIT on 01 April 2024 to 06 April 2024.

52. Niveditha K, Dept. of MBA, attended National Level FDP on "Crafting Effective Outcomes Based Education: Strategies & Assessment Methods on 24th April 2024.

## CERTIFICATION COURSES BY FACULTY

1. Prof. Shylaja N, Dept. of BBA/B.Com, completed online Certification "Market Research" by Great Learning Academy.

2. Dr. Sudarshan S. Savanoor, Dept. of BBA /B.Com, completed course about IBM SPSS Statistics (Beginners) by Mindlusters.com on 25th April, 2024.

3. Prof. Rekha MP, Dept. of BBA /B.Com, completed online certification course on Business Management Process under Great Learning online Platform on 4th April 2024.

4. Prof. Rekha MP, Dept. Of BBA /B.Com, completed online certification course on Negotiable Instruments Act 1881 under Infosys Spring Board Online Platform on 15th April 2024

5. Prof. Ranjini K.S, Dept. of BCA, completed online certification on "Statistical Analysis" from Great Learning website.

6. Prof Ranjini K.S, Dept. of BCA, completed online course on the topic "Probability on Data Science" through Great Learning Academy.

7. Prof. Nitya B N, Dept. of BCA, Completed online Course on Google data analysis 11th April 2024.

8. Prof Shylaja N attended a course on "Investment Banking" on Great Learning Academy on 3rd March 2024.

9. Prof Leo Lawrence James, Dept. of BCA, completed an online course on 'Teach English Now! Foundation Principles'.

10. Prof Jayashree, Department of BBA/B.Com, completed an online certification on "Time Management" on 14th March 2024.

11. Dr. Kumudavalli M V completed NPTEL Certification on "Introduction to Professional Scientific Communication".

## FACULTY PAPER PRESENTATION/RESEARCH

1. Dr. Subbulakshmi Somu ,Dept. of MBA, presented a paper titled "The Relationship Between Brand Preference and the Empty Container Deposit System: A retailer Centric Analysis" in an International Conference on Marketing research 2024 held at LIBA, Chennai from 15th March to 16th March 2024.
2. Dr. Sumera Aluru Dept. of MBA, presented a research paper titled "Predictive evaluation of Intra-daily volume modeling for Algorithmic Trading using VWAP " at 16th International Conference on Finance and Banking organized by Dept. of Accounting and Finance, IBS Hyderabad from 29th February to 1st March 2024.
3. Dr. Shwetha S P, Department of BBA/B.Com, presented a paper titled "A Case Study on Awareness of Biomedical Waste Management and Environment among health care personnel in Bengaluru".
4. Umesh MR , Dept. of BBA/B.com, presented a paper on "Mutayakanna vachangalli deha mattu Atmanivedane" in a National Seminar at St. Claret college, Bengaluru.
5. Prof Rashmi S , Dept. of BBA/B.Com, presented a paper in International Conference on the topic "Sustainable Business Practices: Issues, Challenges and Prospects"
6. Prof Vidhya shree S, Dept. of BBA/B.Com, presented a paper titled "Green Economy in context of India" in National Conference on "Global innovations for sustainable Development- opportunity and development" .
7. Prof Faseeha Begum, Department of BBA/B.Com, presented a paper titled 'Global Business Strategies in the Pandemic landscape –Navigating Challenges and Opportunities' in an International Conference at Christ University in collaboration with specific Asia University.
8. Prof Parminder Kaur, Dept. of BBA/B.Com, presented a paper titled "Global Business Strategies in the Pandemic Landscape: Navigation Challenges and Opportunities" in an international conference at Christ university
9. Prof Sadiya Firdoze RZ , Dept. of BBA/B.com, presented a paper titled "Fintech Impact- a Case Study of Paytm as an Opportunity or Challenge" National Level Conference organized by DSU.
10. Prof Vinay M Dept., BBA/B.Com, presented a paper titled "Global Business Strategies in the pandemic Landscape: Navigating the challenges and opportunities" in International conference on sustainable finance and accountancy.
11. Dr. Sumera Aluru , Dept. of MBA, presented a research paper titled "Predictive evaluation of Intra-daily volume modeling for Algorithmic Trading using VWAP" at 16th International Conference on Finance and Banking organized by Dept. of Accounting and Finance, IBS Hyderabad.



12. Dr. Sumera Aluru published a paper titled "Exploring the Impact of Momentum Indicators on Stock Performance: A Comprehensive Analysis" in the journal Dizhen Dizhi Journal.
13. Dr. Savita Trivedi published a paper titled 'A Study on variation in stock market Price trend in the journal named A Journal of Composition Theory.
14. Dr. Sudarshan S. Savanoor, Mrs. Faseeha Begum and Mrs. Paraminder Kaur published a chapter titled 'Ambush Marketing, A principled Business Practice and just commercial Irritant either! A Case study of Contemporary era'.
15. Dr. Sudarshan S Savanoor published a chapter titled 'Teaching and learning through ICT and Social Media- A new Pedagogy of Teaching' in the book titled 'Anora VIII (Technology, Innovation and Social Media)'.
16. Prof Parimala R Published a chapter titled 'A Handbook on Goods and Services Tax (Compliance and Optimization)'.

## FACULTY ACHIEVEMENTS

1. Dr.Subbulakshmi Somu Dept. of MBA, guided two research papers for the student research conference titled " From Compliance to Commitment: Trailing the evolution of ESG in India" and "Breaking the glass ceiling- challenges and opportunity for women in corporate leadership". It was held on 21st March 2024.
2. Dr..Mahalakshmi.V, Dept. of M.Com, was invited as a Resource Person for Syllabus Orientation of Entrepreneurship Management Subject for BBA at Benedictine Academy on 16th April 2024.
3. Prof. Kohila Kangalakshmi ,Dept. of BCA, was invited as a reviewer in two days international conference on sustainable Advanced Computing on March 2024.
4. Dr. Mahalakshmi.V Dept. of M.Com was selected as the BU Board of Examiner-BBA Aviation Course.
5. Dr. Sudarsh S Savanoor extended his services as an Executive Editor for ANORA VIII OF Vol. I and II.
6. Dr. Shwetha S P was invited as a resource person for the Faculty Orientation Program conducted for the Faculty of VI Semester on 27th March 2024.
7. Prof. Kohila Kanagalakshmi , Dept. of MCA, worked as a reviewer in two days international conference on sustainable Advanced Computing - Christ (Deemed to be University).
8. Prof Nagarajeshwari M, Dept. of BBA/B.Com, received an Annual Membership Under Bangalore University Teachers Council of Commerce and Management (BUTCCM).

## STUDENTS' ACHIEVEMENT

1 N Kushal, Pallabi Roy, R Bhuvan Kumar, Yashaswini N, Traun RR, M Naveen Kumar, Likitha K. G Senj V, Vaibhav Raj Singh of VI BBA 'B' section completed an Online course on FUNDAMENTALS OF TAXATION on Great Learning Academy.

2. Deepthi & Gagana of II year M.com presented paper titled 'The preferences between Brand Preferences and Empty container deposit systems: A Retailer Centric Analysis' in an International conference on Marketing Research 2024 organised by Loyal Institute of Business Management, Chennai, India on 15th and 16th March 2024.

3. Deepthi, Gagana & Ambika of II M.com presented paper titled "From Compliance to Commitment: Tracing the Evolution of ESG in India and Its Impact on SDG" in Student Research Conference 2024 organized by Department of Management Studies, DSCASC.

Shavige Malleshwara Hills  
Kumaraswamy Layout  
Bangalore 560 111  
Karnataka, India

**Phone:**

+91-9741882324/9741889394/741214448

+91-80-42161709, 42161750, 42161751

**Fax:** +91-80-26660789**Email :** [admissions@dayanandasagar.edu](mailto:admissions@dayanandasagar.edu)**Web:** [dscasc.edu.in](http://dscasc.edu.in)

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