



Dayananda Sagar College of Arts, Science and Commerce

# COMMUNIQUE

Bi-Monthly Newsletter

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“The only dreams impossible to reach are the ones you never pursue.” - Michael Deckman

## ACADEMIC ACTIVITIES

### Centre for Excellence for Youth Empowerment

Department of Computer Applications - BCA Organized an Inauguration program on “Youth Empowerment” on 15th February 2023. It was inaugurated by Mr. Nishan H Sagar, Joint secretary MGVP-Trust, Mr. Vishnu Prasad D, State Head- Karnataka, ICT Academy as the chief guest. It's aimed to benefit students by providing development opportunities and learning to advance IT skills.



### Seminar on ‘Stress Management

Department of Computer Applications- MCA Organized a seminar on “Stress Management” on 25th January, 2023. Shree Swami Mangalanathanandaji Maharaj from Ramkrishna aashram, Bull temple road, Bangalore and Dr. Lipi Mukhopadhyay, graced the chief guests the occasion as the Chief Guest.



### National Youth Day

The National Youth Day was organized by the Department of Computer Applications (MCA and BCA) on the topic "The Unforgettable Youth Icon". Mr. Srikanth, a speaker gave a detailed event in the life of Swami Vivekananda which inspired him to become a world-renowned philosopher and thinker of India.



### A workshop on Python programming

Department of Master of Computer Applications, organized a workshop on Python programming on 21 January 2023. The invited expert was Mr. Mohit Agarwal, who is Alumni of the Department and currently working as Sr. Software Engineer (Lead) STL Digital. During the talk, he discussed topics like the Introduction of Python, Usage of Python, and Data structures like List, and Dictionaries and also explained String operations.



### E- FDP on 'Web Development'

A 3-day National Level E- Faculty Development Program titled "Emerging Tools and Techniques For Web Development" was organized by the Centre of Excellence, MCA Department from 18th January 2023 to 20th January 2023. It aimed to impart extensive knowledge and hands-on training in the latest trends in Web Development from an industry perspective. The resource persons for the FDP were Mr. Sandeep M Gokhale, CEO, Techvito LLP, Mr. Bharath Ravi, Senior Software Developer, Digit Insurance, Bangalore, Dr. Sree Rekha, and Engineering Leader at Amazon, Redmond, Washington, USA and Dr. Priyanka Verma, Sr. Assistant Professor, IIS Deemed to be University, Jaipur.





### Technical Talk on “Importance of Management Perspec-

For MCA students A Technical Talk on “Importance of Management Perspectives for Professionals” was delivered by Dr. Nagaraj Shenoy, Principal, DSCASC on 10th January 2023. It was focused on the Managerial skills and Management Strategies in technical field.

### Pre-Placement Training

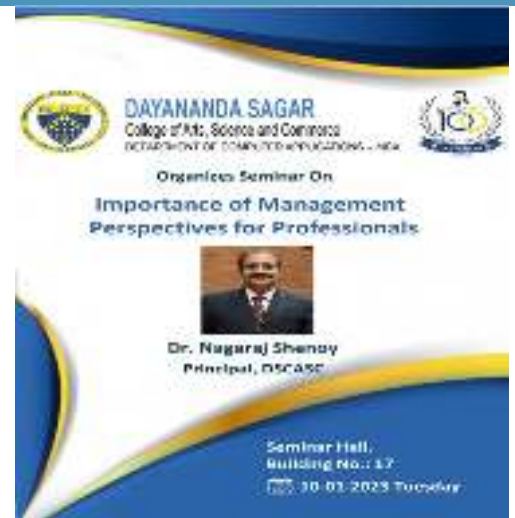
For 3rd Semester MCA students ‘Pre-Placement Training’ was conducted by CIL and MCA Dept. on 18th January 2023. It was focused on Group discussion, Resume Building and Interview Skills.

### Workshop on ‘Quantitative Aptitude’

One day workshop on ‘Quantitative Aptitude’ was organized by CIL and MCA department on 4th January 2023. It was organized to help the students to learn the tips and tricks of solving aptitude questions in placement and competitive examinations.

### Orientation of Students Grievance Redressal

A orientation Programme about students Grievance Cell was organized by M.Com department on 16th January 2023. Prof. Rajendra, Faculty-BBA & B.Com Dept., gave the glimpse highlighted the ways how to register the grievance at college and how to get them resolved.



**ISR Activities**

As a part of ISR activities, M.Com department conducted a visit to Kempe Gowda Govt. Public School, BSK III Stage, Bangalore on 21st January 2023. An interaction with school children about Yoga, Health, Meditation was an enriching experience.



**Mental Health and Wellness Programme**

For 2nd Year M.Com students, Mental Health and Wellness Programme was conducted 23rd January 2023. The resource person was Mentoring & Counseling Cell head, Mrs. Rashmi S. apps to be downloaded.

**“Bhaasha Kalike: Vaidhaanikate” Seminar**

“Bhaasha Kalike: Vaidhaanikate” Seminar was organized by the Department of Computer Applications on 18th January 2023. Mr. Ramesh M Principal of Gnana Jyothi Evening PU College, was invited as the chief guest. He spoke about the importance of all languages, especially Kannada.



**Seminar on “Software Engineering - Overview and Agile Methodology”**

Department of Computer Applications – BCA organized a seminar titled “Software Engineering - Overview and Agile Methodology” seminar on 23rd January 2023. The resource person was Prof. Veena R, Assistant Professor, SRN Adarsh College. .



**Seminar on “AI and ML in Speech System”**

Seminar on “AI and ML in Speech Systems” was organized by BCA Dept. on 25th January 2023. Dr. Anil Kumar Vuppalla, Associate Professor, Speech Processing Lab, IIT Hyderabad, was invited as the speaker. It focused on how artificial intelligence is used in speech processing, Automatic speech recognition, and Forensic tools.





### Alumni Guest Lecture

The department of M.Com. conducted an Alumni Guest lecture on 24th Feb 2023. Star alumni Ms. Dakshayani V, Business analyst at Unibuddy shared her experience during her journey at DSI and gave valuable guidelines to score good marks and get placement in a reputed company.

### Soft Skills Training

For the 1st semester M.Com. students, Soft Skills Training session was conducted. Ms. Ruchi Gupta and Ms. Chaitanya B Das were invited as the resource person. It was aimed at personal effectiveness, SWOT, time management, attitude, self-motivation, goal setting, and resume writing.



### Alumni Guest Lecture

Star Alumna, Ms. Dakshayani V, a Business Analyst, Unibuddy, was invited to share her corporate experience and her journey at DSI by the M.Com. Department on 24th February 2023.

### 7th National Competition for Managers (NCM)

7th National Competition for Managers (NCM) in association with All India Management Association was conducted by MBA department on 17th February 2023. It was titled as "Digital Future: Strategies to Capitalize on the New Realities". Dr. C.B. Venkata Krishna Prasad, MBA department, graced it as the resource person. The Competition has separate categories for PSUs and the Private Sector. Grand Finale.

**Connect 2023**  
**Star Alumni Guest Lecture**  
 Dayananda Sagar College of Arts, Science & Commerce  
**Master of Commerce**  
 Invites its esteemed alumni  
**Ms. Dakshayani V**  
 Business Analysts at Unibuddy  
 To  
**Connect 2023 on 24<sup>th</sup> February 2023**  
**At 3.00pm**  
**Come & share your journey of experience**



### FINMARK Certification Program

FINMARK Certification Program for the MBA students was conducted from 6th to 11th February 2023. Mr. Siva Ram Ravidran, Business Development Manager & M R. Glenn Roger Carr, Promoter & Trainer were invited as the resource persons. The program titled FUNDAMENTALS OF CAPITAL MARKETS & FUNDAMENTALS OF RESEARCH ANALYSIS was designed in two modules. the certification program.

### Bridge Course

Bridge Course for the 1st Semester MBA students was conducted 1st February to 7th February 2023. It was aimed to provide a strong foundation for core subjects such as Economics, Accounts, and Statistics.

### Workshop on “Fundamentals of Finance and Public Speaking

For the 1st year and 2nd year MBA students, a workshop titled ‘Fundamentals of Finance and Public Speaking’ was organized by the MBA Department on 23rd February 2023. Mr. Chinmay Ananda, Founder of the YGB Club, Financial Educator, International speaker, and Storyteller was the speaker for the workshop. Mr. Chinmay is a well-known international speaker and has delivered his talk on many international platforms. He briefed and analyzed the balance sheet of a company. He also emphasized the importance of public speaking in the corporate world.

### Induction Program

6 Days Induction Program was conducted for the 1st Semester MCA students from 7th February to 13th February 2023. It was aimed to brief the curriculum, academic rules and regulations, course structure, examination pattern, placement process at DSI. Experts from the corporate world were invited to deliver the talks on various topics like Cyber Security Domain in the Current Industry.







### Workshop on Team Work and Interpersonal Skills

For the 1st Year MCA students, Department of MCA in association with Centre for Innovation and Leadership had organized a One Day Workshop on “Team Work and Inter Personal Skills” on 22nd February 2023.





## NON-ACADEMIC ACTIVITIES

### Picture Interpretation

Picture Interpretation and Quiz Competition were conducted by Department of M.Com on 14th January 2023.

### Poster Presentation

The department of M.Com. Conducted Poster Presentation Competition on 22nd February 2023.

### Visit to Pyramid Valley

To gain an experience of spirituality, MBA. Students visited Pyramid Valley International, a new age meditation and spiritual science center, on 7th February 2023.



### Visit to Old Age Home

MBA students visited 'Sai Navajyothi Old Age Home' on 24th February 2023 and donated some essentials to senior citizens.





## FACULTY PARTICIPATION IN FDP / WEBINAR

1. Prof. Mukesh Soni, Prof. Faseeha Begum, Prof. Sudarshan S. Savanoor, Prof. Vadiraja K S, Prof. V R Rajendra Kumar, Dr. Deepika Sharma, Prof. Nagarajeswari M, Prof. Parminder Kaur, Prof. Lalitha, Prof. Anitha from Dept. of BBA & B.Com participated in Online National Conference titled "Industry – Institute Linkage through the Implementation of National Education Polity – 2020" Organized by MES Garware College of Commerce, Pune in association with SPPU, Pune University on 6th & 7th January 2023.
2. Prof. Nagarajeswari M, Dept. of BBA & B.Com, participated in a National Webinar on 'Emotional Intelligence' organized by MQI College of Management – MCM.
3. Prof. Parimala R & Prof. Anitha A, Dept. of BBA & B.Com, participated in Four Day Virtual Workshop on "Basic Data Analysis and Its Interpretation using SPSS – For Beginner".
4. 4.Prof. Parimala R, Dept. of BBA/B.Com, participated in Workshop on "Basics of Structural Equation Modeling using AMOS".
5. Dr. Salini Suresh, Dept. of BCA, participated in a Three Days National Level Online Workshop on 'Cyber Security', Organized by St. Joseph University, Bangalore from 23rd January to 25th January 2023.
6. Dr. Sumera Aluru, Dept. of MBA, participated in Five Day Online Faculty Development Program on "Sustainable Teaching Practices – Education 4.0" on from 23rd January to 27th January 2023.
- 7.Prof. T. Nayana, Dept. of MBA, participated in National Seminar on "Skill India – Challenges and Opportunities" organized by B.N. Bahadur Institute of Management Sciences (BIMS) on 6th January and 7th January 2023.
8. Prof. T.Nayana, Dept. of MBA, participated in International Conference on "Emerging Trends in Business and Management (ETBM-2023)" organized by Presidency B-School on 19-20th January 2023.
9. Prof. Anitha. A Dept. of BBA/B. Com, participated in National level workshop on "Implementation of the National Education Policy 2020" organized by Savitri Bai Phule Pune University on 16th &17th February 2023.

11. Prof. Ashwini Basavaraju, Dept. of BBA/B. Com, participated in Webinar on “Impact of Union Budget 2023 on Middle Income Group ” on 10th February 2023.
12. Prof. Rekha M P, Prof. Shalini Kumari Rawani, Prof Vidhya Shree S ,Prof. Deepika H C, Prof. Lalitha, Prof. Meghana C, Prof. V R Rajendra Kumar, and Prof. Sudarshan S Savanoor, Dept. of BBA & B. Com, participated in a Two days National workshop on “The implementation of National Education Policy (NEP) 2020: Research and Development Cell” organized by Dr. D. Y. Patil Center for Management and Research, Chikhali, Pune on 16th & 17th February 2023.
13. Prof. Disha H, Dept. of BBA & B. Com, participated in the Eight Days FDP on “Higher Education and Teaching Learning Management” organized by KCES’s Institute of Management and Research, Jalgaon 10th to 17th February 2023.
14. Prof. Faseeha Begum Dept. of BBA & B. Com, participated in a One-day International webinar on “Consequences of Cloned Journal Publication” organized by SFS college on 04th February 2023.
15. Prof. Faseeha Begum Dept. of BBA/BCom. participated in the National Conference “on Research Paper Publication in Scopus Indexed Journals” Organized by the Research and IP Cell, St. Francis De Sales College on 11th February 2023.
16. Prof. Kshama Hegde Dept. of BBA& B.Com participated in FDP on “National Education Policy” on 16th February 2023.
17. Prof. Meghana C, Dept. of BBA & B. Com, participated in Webinar on “Learn Financial Accounting through Examples and Storytelling” and “National Intellectual Property Awareness Mission” on 10th February 2023 and 8th February respectively.
18. Prof. Parimala R, Dept. of BBA/B. Com, Participated in 8 days Faculty Development Program on “Higher Education and Teaching Learning Management” and One Week National Level Faculty Development Program on “Outcome Based Learning (OBL)” 10th & 17th February 2023 and 16th to 22nd February 2023 respectively.
19. Prof. Pavithra H.P, Dept. of BBA& B.COM, participated in National level Webinar on “impact of union Budget 2023 on Middle Income Group” on 10th February 2023.
20. Prof. Rekha M.P, Dept. of BBA& B.COM, Completed One Week Workshop on “How to Conduct Literature Review” organized by ESSD GEE DIGISKILLS Centre for Research on 17th to 24th February 2023.
21. Prof. Vadiraja K.S, Dept. of BBA& B.COM, participated in Effective Language Skills in Teaching Higher Education from 20th to 24th February 2023.
22. Prof. Vidhya Shree S, Dept. of BBA & B.COM, Participated in 8 days Faculty Development Program on “Higher Education and Teaching Learning Management” organized by KCE’S Institute of Manage-



25. Dr. J. Vijaya Kumar, Dept. of MBA, participated in "Impact of Union Budget 2023 on Middle Income Group" organized by Unnathi – an initiative for student and faculty Development" and a One-day National webinar on communication skills in pedagogy organized by JunaJyothi Degree College on 10th February 2023 and 24th February 2023 respectively.

26. Prof. Vaibhav Patil, Dept. of MBA, participated in A National Level Webinar on "How to be Super Productive with Zero Stress" organized by Global Institute of Business Studies, Bangalore on 7th February 2023.

### **FACULTY PAPER PRESENTATION / RESEARCH**

1. Dr. Suplab Kanti Podder, HOD-BBA, presented a research paper titled "Impact of NABH Accreditation on Service Quality of Hospitals in Bengaluru and Tumakuru City, Chennai, Tamil Nadu on 7th & 8th February 2023.

2. Dr. Suplab Kanti Podder, HOD-BBA, presented a research paper titled "Impact of Blended Education system on outcome-based learning and sector skills development, Jaipur, Rajasthan, 10th & 11th February 2023.

3. Dr. Ameer Asra Ahmed, Dept. of MBA, presented a paper titled "Role of Organization Justice, Perception of Politics and Supervisory Support on Work Engagement & job performance: A Study on Faculty in Higher Education, Building Sustainable Businesses" in the Physical World, ISDSI Global Conference 2022, ISBN 9789356402577, Research Scholar @Jain University, Publisher BLOOMSBURY.

4. Dr. Chetan Shetty, Dept. of MBA, presented a paper titled "A Study On The Use Of Technical Analysis Indicators For Forecasting Price Movements Of Specialty Chemical Stocks In India" in National Conference on Modern Trends in Commerce, Management And Information Technology.

5. Dr. Sumera Aluru, Dept. of MBA, presented a paper titled "A Study On Neft Growth In India - Identifying Drivers And Hindrances From Select Banks" in the International conference ICRACT-2022.

6. Dr. Sumera Aluru, Dept. of MBA, presented a paper titled "Impact Of Credit Ratings Of Yes Bank On Its Stock Price" in the International conference ICRACT-2022.

7. Dr. Vinish P, Dept. of MBA, presented a research paper titled "The Role of social media in stimulating consumer choice behavior and shopping strategies" in One day National Conference on Modern Trends in Commerce, Management and Information Technology, NCMT -2022.

8. Dr. Vinish P, Dept. of MBA, presented a research paper titled "Impact of youtube influencer Marketing on Millennials Buying Intentions" in International Conference on Recent Advancements in Commerce, Management, and Technology (ICRACT-2022).

### **CERTIFICATION COURSE BY FACULTY**

1. Prof. Anitha. A, Dept. of BBA/ & B. Com, completed Online certification course on "Resume Writing and Cover Letter" by TCSION on 22nd February 2023.

2. Prof. Meghana C, Dept. of BBA & B.Com, complete Online certification course on "Course on E-filing of Tax Returns by EDFOLIO" and "Understanding Mutual Funds and Role of a Transfer Agency by TCSION" 28th February 2023 and 6th February 2023 respectively.

3. Prof. Mukesh Soni, Dept. of BBA & B.Com, completed an Online Certification Course titled "Email Etiquette" by TCSION on 27th February 2023.

4. Dr. Srikantamurthy, Dr. Ameer Asra Ahmed, & Prof. Vaibhav Patil, Dept. of MBA, completed the Course work and certificate exam on 'Style Analysis and DISC & Driving Forces' from the Talent Matrix "Certified Behavior and Mentor Analyst" on 12th February 2023.

## FACULTY ACHIEVEMENT

1. Dr. Deepika Sharma, Dept. of BBA & B. Com, was felicitated for PhD. award by Dayananda Sagar Institutions on 27th January 2023.
2. Prof. Pavithra H.P, Dept. of BBA & B.COM, was invited as Panel member for BBA Viva Voce- Sheshadripuram College on 20th February 2023.
3. Dr. Subbulakshmi, Dept. of BB & B.COM, was invited as a Resource person for the Basic Data Analysis and Its Interpretation Using SPSS and AMOS workshop by NMKRV college and Primax Foundation on 15th February 2023.
4. Dr. C B Venkata Krishna Prasad, Dept. of MBA, graced as Jury Member at "7th National Competition for Managers (NCM) 2023" by AIMA, New Delhi on 17th February.2023.
5. Dr. C B Venkata Krishna Prasad, Dept. of MBA, chaired a session for Marketing Track at 11th International Conference on Contemporary Issues in Management on 24th February 2023.

## STUDENTS ACHIEVEMENT

28 students from BCA Department completed Online Certifications Course titled "Java Foundation" .

## Editorial Committee

Dr. Nagaraj Shenoy, Principal  
Prof. Hemanth Uppala, Vice Principal  
Prof. Sangeetha Dayanand, Assistant Professor, DSJBS  
Prof. Mukesh Soni, Assistant Professor, DSJBS  
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