



COMMUNIQUE

Bi-Monthly Newsletter
Volume 2 | Issue 6 July - August 2023

Don't stop when you are tired. Stop when you are done – Wesley Spines

ACADEMIC ACTIVITIES

FDP on 'Discussion on Research Work'

Department of BBA/B.Com in association with Research and IPR Cell (Anveshana) organized Faculty Research Discussion Forum on "Discussion on Research Work" for all the staff members and research scholars on 21st July 2023. The resource person, Dr. Monica Ranka, discussed one of her research papers titled, "Financial literacy and investment patterns of individuals" with reference to Bangalore Urban. She explained the methodology carried out in her research and various statistical tools used.



Seminar on 'Advancements in DBMS'

Department of Computer Applications – BCA organized a seminar on "Advancements in DBMS" on 14th July 2023. It was aimed to give an overview of the latest trends in DBMS, its relevance in IT industry, real life applications, scope and career options in Database management. The resource person for the workshop was Prof. Rathan J, Assistant Professor, Department of Computer Application, S R N Adarsh College, Bengaluru.



Hackathon 2023

Department of BCA under Coding Club organized Hackathon 2023 5th July. For each Semester, Preliminary round was conducted by the volunteers using Kahoot. Top 3 winners were selected for the final round.



Workshop on 'Skills for Competitive Exams'

Department of M.Com. organized a series of workshop to empower students with skills for competitive exams. On 14th July 2023 the first workshop on improving Mathematical Skills for Competitive Exams was conducted by Prof. Shobha.T, Department of Mathematics, SFGC Yelahanka, Bengaluru. Various tools of mathematics with MCQ were introduced in the workshop by the resource person.



Business Stall

To generate business skills, Business Stall event was organized by the Department of M.Com on 26th July 2023. It was inaugurated by Sri Galiswamy, the Secretary, DSI and witnessed by the Principal, Dr. Nagaraj Shenoy.



Guest Lecture on 'World Sanskrit Day'

The literary cell, Department of BBA & B.Com, organized a Guest Lecture on "World Sanskrit Day" for Sanskrit students on 31st August 2023 at C.D. Sagar Auditorium. It was coordinated by Prof. Vadhiraaja K S. The Resource person for this program was Prof. Dr S R Leela. It was focused on the significance of Sanskrit in this century. The speaker shared his experiences and experiments with students. The program was concluded with vote of thanks, Shanti Mantra and National Anthem.



Induction Programme

Department of Computer Applications – BCA conducted induction Program & Bridge program for the I Semester BCA students from 2nd Aug to 18th Aug 2023. Prof. Hemanth Uppala, Vice Principal and HOD - BCA program, addressed the students. An overview of the programme and department was given. The faculty conducted the bridge courses to build the gap between the curriculum through various seminars on current technologies, including academics, campus life and placements.



Mentoring Session ‘Managing Stress During Exams’

The Department of M.Com organized a mentoring session on “Managing stress during exams” on 10th August 2023. Dr. Mahalakshmi V, Dr. Savita Trivedi, Dr. Pavithra S T and Dr. Monica Ranka mentored the students. During the session various techniques were discussed to manage stress, anxiety, headache, fatigue etc. Personal counselling and face to face interaction helped students to share their personal problems. The ratio of mentor- mentee is 1:18.

Dayananda Sagar College of Arts, Science & Commerce
Department of Master of Commerce
 Shavige Malleshwara Hills Kumarswamy Layout, Bangalore-560111
 Under the guidance of Internal Quality Assurance Cell(IQAC)

Mentoring & counseling cell
Organizes
Mentoring session on “Managing stress during exams”

Date-10-08-2023
 Time-12.30 pm
 Venue-Business block
 Room No. 601-604

Mentors-Dr. Mahalakshmi V, Dr. Savita Trivedi, Dr. Pavithra ST & Dr. Monica Ranka

Principal
Vice Principal
HOD
Faculty
Staff
Students

NON-ACADEMIC ACTIVITIES

Debate Competition

The Department of M. Com, Literary Club organized Debate competition for students of I & II M. Com on the topic Chat GPT for and against on 18th July 2023 . The Judges for the Event were Dr. Subbulakshmi & Prof. Mukesh Soni, from Department of B,Com & BBA.



Attire Week

Department of M.com organized Attire week from 18th to 21st of July 2023.. Dressing in the style of Corporate, Retro and Ethnic/cultural wear was observed on these days. To mark this Occasion Cultural Heritage Day was observed on 20th July 2023.



Interclass Sports

An Interclass Sports event was organized by the department of M.Com on 12th August 2023. Indoor games like chess and carrom were played.



Pencil Sketch Competition

The Department of Computer Applications – BCA has organized a Pencil Sketch competition on the occasion of 77th Independence Day on 15th August 2023. On this occasion students of BCA took initiative and participated in the event called “AzadiKa Amrit Mahotsav.



Speech Competition

The Department of Computer Applications – BCA has organized a Speech competition on the topic ‘Freedom Fighters’ on 16th August 2023.



Essay Writing Competition

An essay writing competition on the topic ‘Independence Day’ was conducted by the Literary Cell, BCA Department, on 16th August 2023. The day reminds us to commemorate those who have sacrificed everything to make us breathe peacefully with freedom.



Annual Sport Meet –2023

An Annual Sports Meet was organized on 12th August, 2023. It was day of assessment of all the sports conducted in the existing semester. Inter-class sports winners and runner ups were awarded on this meet. Dr. Sundar Raj Urs, Retired Professor, Bengaluru North University, was invited as the chief guest. The event was presided by Sri Galiswamy, the Secretary-DSI.



Onam Celebration

Onam, symbol of Cultural Unity and Harmony, was celebrated by the department of MCA on 29th August 2023.



FACULTY PARTICIPATION IN FDP OR WEBINARS

1. Prof. Yashaswi H R, Dept. of BBA/B. Com, attended National Webinar on Financial Empowerment & Career Opportunities in Financial & Securities Market on 4th July, 2023, and attended the International Webinar on Innovative Techniques in Digital Media Production on 21st July, 2023, and also attended National Webinar on Managing Personal Finance & Wealth Creation on 7th July, 2023.
2. Prof. Lalitha, Dept. of BBA/B. Com, attended National webinar on “Managing personal finance and wealth creation” organized by Stree welfare foundation, Lucknow, UP on 7th July 2023.
3. Chitra D Rao, Dept. of BBA/B. Com, attended a webinar on “The Journey & Learning of a Med Tech Entrepreneur” By Arun Agarwal– Founder & CEO Janitri Innovations Pvt. Ltd. & Shark Tank Fame, GIBS Bangalore on 7th July 2023.
4. Dr.Aruna Devi C & Dr.Kotresh Savanur, Dept. of BCA & B.sc, attended FDP on MICROSOFT AZURE AI FUNDAMENTALS, ICT Academy on 10th July 2023 to 14th July 2023.
5. Dr. Srikantamurthy, Dept. of MBA, attended a webinar on BERT: Revolutionizing Text Analysis & Sentiment Understanding organized by RVIM Centre for Business Analytics in association with Boston IT Solutions India Pvt. Ltd on 13th July 2023.
6. Dr. Sumera Aluru , Dept. of MBA, attended ‘International Conference on Supply Chain Sustainability and Resilience’ by ABBS School of Management & Acharya Bangalore Business School on 23rd & 24th June 2023.
7. Prof. Yashaswi H R, Dept. of BBA/B. Com, attended National Webinar by Committee on Socio Economic and Health Development, Assam on 01st August, 2023, and attended the National Webinar by Mohanlal Sukhadia University, Udaypur, on Financial Empowerment & Career Opportunities in Financial and Securities Market on 08th Aug, 2023, and attended the National Webinar by Gokul Global University, Gujarat on 10th Aug, 2023, and also attended the National Level Seminar on Intellectual Property Rights by Seshadripuram Academy of Business Studies 31st August, 2023.
8. Prof. Parimala R, Prof. Meghana C, Dr.R.Pavithra, & Prof. Jayashree C, Dept. of BBA/B. Com, attended a National seminar on “Intellectual Property Rights” Conducted by Seshadripuram Academy of Business Studies on 31st Aug 2023.
9. Prof. Rekha M P, Dept. of BBA/B. Com, attended Research Methodology and Data Analysis on 9th August 2023.
10. Prof. Parminder Kaur & Dr.R.Pavithra, Dept. of BBA/B. Com, attended a national level professional Development programme on the topic “Research Methodology& Data Analysis” on 9th to 19th August 2023 and also attended Financial Empowerment and career opportunities in financial and security markets on 8th August 2023.
11. Prof. Vinutha K, Dept. of BBA/B. Com, attended International Webinar on Research Methodology & Quality Research Publications on 8th August 2023.
12. Dr. Sumera Aluru, Dept. of MBA, attended a Statical Finance – by DSU on 21-23 August, 2023.

13. Dr. Salini Suresh, Dept. of BCA/MCA, attended FDP on 'Methodology for Effective Teaching' on 7th August 2023 to 11th August 2023, and attended a Faculty Development Program on Shaping an AI and ML curriculum for Business on 7th to 10th August 2023, and reviewer for IEEE- International Conference, NMITCON on Aug 2023.

14. Prof. T. Kohila Kanagalakshmi, Dept. of BCA/MCA, attended FDP 'NLP and ChatGPT APPLICATIONS in SECAB' from Institute of Engineering & Technology in Collaboration with ExcelR Edtech Pvt. on 14th - 19th August 2023.

15. Dr. Kadambini Katke & Prof. Vaibhav Patil, Dept. of MBA, Participated in an International Conference organized by IIM Bangalore on 22nd August 2023 to 24th August 2023.

16. Dr. J. Vijayakumar, Dr. Ameer Asra Ahmed, Dr. Sumera Aluru & T.Nayana Dept. of MBA, attended One day FDP on Google Workshop on 16th August 2023, and attended One day FDP on Mendeley- MBA BU on 17th August 2023.

17. Prof. T.Nayana, Dept. of MBA, attended a FDP on Workplace Conflicts, Friendship and Happiness organized by Presidency University on 7th August 2023 to 11th August 2023 on 16th August 2023.

FACULTY PAPER PRESENTATION/RESEARCH

Dr.Sumera Aluru, Dept. of MBA presented a paper titled - Social Stock Exchanges dualism through Impact Investing –Understanding, Perception and Preference at International Conference on India's Financial Markets-Recent Trends-2023 organized by the Dept. of Management Studies, Narayana Engineering College on 14th & 15th July 2023.

CERTIFICATION COURSES BY FACULTY

Prof. Mukesh Soni ,Dept. of BBA/B. Com, Completed 12 Hours Online Certification Course titled "Teaching English: How to teach Speaking" offered by British Council on 23rd July 2023.



FACULTY ACHIEVEMENT

1. Dr. Sudarshan S. Savanoor , Mrs. Rashmi Umarji, & Ms. Anitha A Dept. of BBA/B. Com, published a research paper titled "Role of ICT in Management and Commerce Education: A Contemporary Thought" in One Day International conference in Multi-Disciplinary UGC CARE Approved Peer Reviewed and Referred Journal bearing ISSN: 0974-8946, Vol.48, Issue 01, No. 7:2023 on 18th July, 2023.
2. Nagarajeswari M, Dept. of BBA/B. Com, was invited as a University Paper Setter for II semester Question paper for the Financial Accounting, and II BBA Financial Accounting and Reporting on June 15th 2023.
3. Dr. Deepika Sharma, Dept. of BBA/B. Com, was felicitated for Dance performance by CPA SAGARA SANGAMA on 24th July 2023.
4. Prof. Parimala R, Dept. of BBA/B. Com, Published research paper titled as "Renewable Energy in Corporate and Agricultural Sector" in 1day International conference in Multi-Disciplinary UGC CARE Approved Peer Reviewed and Referred Journal bearing ISSN: 0974-8946, Vol.48, Issue 01, No. 7:2023 on 18th July 2023.
5. Prof. Meghana C, Dept. of BBA/B. Com, published a paper titled "The Digital Currency {E- rupee} in India" - Call for papers in an International peer reviewed Edited book – Beyond Borders: Uniting perspectives in multidisciplinary research in July 2023.
6. Prof. Lalitha, Dept. of BBA/B. Com, published a paper titled 'Investment and savings pattern of working women in educational, Institutions with specific reference to Bengaluru south' in the Journal of Philanthropy and Marketing, E-ISSN: 2691-1361.
7. Dr. Kumudavalli M V, Dept. of Computer Applications, published a paper titled Hybrid statistical and recurrent neural network architecture implementation in FPGA device used for severe acute respiratory syndrome coronavirus detector in Journal of Intelligent & Fuzzy Systems, DOI:10.3233/JIFS-224289 Vol: 44 (2023) 8803–8816 in 2023.
8. Dr.Mahalakshmi.V, Dept. of M.Com, published a research paper in Scopus preprint Publication titled 'Capital Market Short-Termism and Indian Company Long-term Prospects, SSRN', on July,2023.
9. Prof. Nayana T & Dr. Mahesh Kumar, Dept. of MBA, , published a paper titled ' Emotional Intelligence and Work Engagement of Nurses' in Shodhasamhita- Journal of Fundamental & Comparative Research Vol.X-Issue I (III) (March – 2023) 2277-7067.
10. Dr. C B Venkata Krishna Prasad, Dept. of MBA, was invited as a resource Person - ISBR Business School, Bangalore - Orientation Program for the MBA Batch 2023 on 22nd Aug 2023.
11. T. Kohilakanagalakshmi, Dept. of BCA/MCA, published a paper titled 'Optimal feature selection for malware detection in cyber physical systems using graph convolutional network, computers and electrical engineering'.

Unicorn Startups – Dream Come True

All the startups will have the dream to become the Unicorn Startups with the prestigious crown, extended market share, increased production capacity and the positive trends of market demand. The Young Indian Entrepreneurs are ambitious and proactive on business innovation that leads to enter into the Unicorn Club. Positive response, increased demand and continuous business growth leads to become unicorn start-up. Various factors that influence unicorn start-ups include sustainable business idea, smart leadership, disruptive innovation, team efficiency, company buyouts, and get big fast strategy. Innovative entrepreneurship is the outcome of systematic and creative education towards sustainable development. The success stories and roadmap of unicorn start-ups need to be published and share with young entrepreneurs for encouraging and inspiring for becoming successful start-ups. Disruptive innovation facilitates the innovative entrepreneurs and influence the sustainable business practices for developing business performance and future growth. The creative entrepreneurs take all challenges for developing the exiting business strategies into modern operation system.

Unicorn start-ups are the illustrations of successful business roadmap that influence the next generation entrepreneurs for initiating start-ups and continuous business growth to become unicorn start-ups in future. Innovative entrepreneurs find the most suitable and economic solutions for social issues through the innovative idea in start-ups. Sustainable business practices ensure the eco-friendly business operations and productive outcomes that develop sustainable society. Unicorn startups not only create wealth for their founders and investors but also generate employment opportunities for thousands of individuals. Indian youth see these startups as engines of economic growth and job creation, motivating them to contribute to the country's development through entrepreneurship.

Many unicorn startups from India have achieved global recognition and success. Their ability to compete on a global scale inspires Indian youth to think beyond geographical boundaries and aspire to build businesses with a global footprint. Unicorn entrepreneurs serve as role models for aspiring young entrepreneurs in India. Their success stories provide valuable lessons and insights that motivate and guide the youth on their entrepreneurial journey. Unicorn startups often leverage cutting-edge technologies such as artificial intelligence, machine learning, blockchain, and others. Indian youth, particularly those with a background in technology, are inspired by the potential of these technologies to drive innovation and create transformative solutions for various industries. Indian entrepreneur's dream come true is deeply personal and reflective of their values, aspirations and the impact they hope to have on the world around them. Whether it is achieving financial success, making a difference in society, or leaving a legacy, the fulfillment of these dreams represents the culmination of hard work, determination and vision.

Article by Dr. Suplab Kanti Podder

Assistant Professor, Department of Commerce and Management

Emotional Quotient + Happiness = Positivity

The capacity to recognize, utilize, and control your own emotions in order to reduce stress, communicate clearly, empathize with others, overcome obstacles, and diffuse conflict is known as emotional intelligence, or emotional quotient, or EQ. In addition to assisting you in achieving your professional and personal objectives, emotional intelligence also helps you forge stronger bonds with others. Additionally, it can support you in making judgments about what is most important to you, putting purpose into action, and establishing a connection with your feelings. These Qualities aid in a deeper understanding of EQ. Self-management: Students have the ability to restrain impulsive thoughts and actions, control your emotions in healthy ways, exercise initiative, keep your word when you make a commitment, and adjust to changing conditions. Self-awareness: Students understand how their emotions impact your ideas and actions. They must be confident in themselves and aware of their advantages and disadvantages.

Young minds possess social awareness and empathy. They are able to detect emotional signs, feel at ease in social situations, comprehend the needs, wants, and worries of others, and identify the power relationships within a group or organization. Relationship management: trust of being are skillful at building and sustaining strong bonds with people, speaking effectively, motivating and influencing others, functioning well in a group, and handling conflict. It is a well-known fact that those who are most successful and fulfilled in life are not necessarily the sharpest people. It's likely that you know great academics that struggle socially and do poorly in their careers or personal relationships. Individual Intelligence Quotient (IQ), or intellectual capacity, is insufficient on its own to have a successful life. It's likely that you know great academics that struggle socially and do poorly in their careers or personal relationships. The intelligence quotient (IQ), or intellectual capacity, is insufficient on its own to have a successful life. Indeed, person IQ can help you gain admission to college, but your EQ is what will enable you to control your emotions and tension during final exam day. Both EQ and IQ coexist and work best when they complement one another. Strong emotional intelligence (EI) has been linked in studies to improved mental, social, and even physical health when attending university. By honing your emotional intelligence during your academic career, students be more equipped to handle the demands of college life. For instance, college students with high emotional intelligence (EI) are more likely to be involved in society, feel well-rested, and have lower levels of worry and despair. They are also more likely to be in good physical and mental health.

The technical skills that helped secure your first promotion might not guarantee your next. If you aspire to be in a leadership role, there's an emotional element you must consider. It's what helps you successfully coach teams, manage stress, deliver feedback, and collaborate with others. It's called emotional intelligence and is one of the most sought-after interpersonal skills in the workplace. In fact, 71 percent of employers value emotional intelligence more than technical skills when evaluating candidates. At last Emotional intelligence is important for students because it helps them to care for themselves and others. Through the strengthening of these skills, learners can better assess their own needs, care for others, and demonstrate respect for peers and elders, limiting conflict and miscommunication in the learning environment.

Article by : Dr. Deepika Sharma

Assistant Professor, Dept. of Commerce & Management



Dayananda Sagar College of Arts, Science and Commerce

live the dream

Programs @ DSI

Arts, Science & Commerce

Dental Sciences

Diploma

Engineering - DSCE

Engineering - DSATM

Architecture - DSCA

Business Academy

PGDM

MBA VTU

MBA VTU (Autonomous)

International School

PUC

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

Web: dscasc.edu.in

Editorial Committee

Dr. Nagaraj Shenoy, Principal

Prof. Hemanth Uppala, Vice Principal

Prof. Sangeetha Dayanand, Assistant Professor, DSJBS

Prof. Mukesh Soni, Assistant Professor, DSJBS

Prof. Usha CR, Assistant Professor, DSJBS

Prof. Leo Lawrence, Assistant Professor, BCA

Mr. Dharmendra Rao Jadav V, Sr. Manager, IQAC