



Dayananda Sagar College of Arts, Science and Commerce

COMMUNIQUE

Bi-Monthly Newsletter

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“Intelligence plus character that is the goal of true education.” - Martin Luther King Jr.

ACADEMIC ACTIVITIES

FDP on ‘The Reference Management Using Mendeley

BBA & B.Com dept. organized an FDP titled ‘The Reference Management Using Mendeley’ on 9th September 2022 .The resource person was Prof. Subbulakshmi, Certified Mendeley Advisor and Assistant Professor, DSCASC. In the session, the speaker highlighted Installing Mendeley reference manager and Mendeley Cite, In-built functions in Mendeley (Highlighting, Annotations, and Note making), and Inserting in-text citations and bibliography into the word document.



Students Induction Program

For the 1st Semester BCA students, Students Induction Program was conducted for six days from 8th September to 14th September 2022.It was inaugurated by Prof. Hemanth Uppala, Vice Principal and HOD - BCA program .



UG Program Inauguration

UG programmes for the academic year 2022-23 were inaugurated on 8th September, 2022. It was graced by Mr. Manikantan T, Senior Vice President, Finance dept. Mphasis, as the chief guest.



Bridge & Remedial Course : UPLINK

Workshop on Bridge Program for I BCA Students 2022-2023 held on 15th, 16th & 17th September 2022. In this three days program, students were oriented about the new subjects and topics of BCA program as well as the bridge course helped them to bridge the knowledge gap.



Orientation on Financial Market Activities

The M.Com department conducted an Orientation on financial market activities on 09th September 2022.



Soft Skills Training Program

In association with CIL, the M.Com dept. conducted Sessions on Interview Skills, Group Discussion and Aptitude Test on 15th September and 21st September 2022.



Orientation Program on Open Elective Courses

An Orientation Programme on Open Elective Course for III SEM BBA & B.Com Students was conducted on 13th October 2022. Students were oriented about the nature and scope of Open Elective Papers such Economics of Insurance and Eco-Tourism. They need to opt one subject as per Bangalore University norms.



Chanakya Series of Business Management Guest Lectures

MBA Department organized Chanakya Series of Business management Lectures held on 20th September 2022. It was aimed to understand concepts of subjects like information systems, MIS, DBMS and also to make students aware of career opportunities in upcoming technical streams like Data Science, AI, Data mining, etc.



MoU signed with Finmark

M.Com department signed an MoU with Finmark on 23rd September 2022.



Workshop on "Anxiety, Depression & Suicide"

Department of Computer Applications- BCA, organized a workshop on "Anxiety, Depression & Suicide" with Shivali Dharaskar, as the speaker, on 14th, 21st, and 28th of October 2022. The three M's for anxiety, that is Mindfulness, meditation, movement were the hallmark of this workshop.



Training Sessions on SPSS

Department of M.COM has conducted Training on the Basics of SPSS scheduled on the 11th and 12th of October 2022 for 2nd-semester students. The resource person was Mr. Ganesh K.S., Assistant Professor DSCE, DOMS, Bangalore.



Technical Sessions on Exchange Trading Fund

The Department of MBA has conducted the two technical sessions on the 13th and 14th October 2022. Mr. Pavan Kumar Kopparam, the founder of EQ Addwise and Partner 4Thoughts Finance, focused on exchange-traded funds and guided the students toward the ins and outs of an ETF. Dr.M.R. Suresh, Session Chair and Professor-Marketing, appreciated Mr. Pavan's detailed explanations on ETFs using tools that can be applied to other domains as well.



NON-ACADEMIC ACTIVITIES

Lecture Cum Demo On Yoga

A Yoga lecture and demonstration had been organized by the Department of Computer Applications on 13th September 2022. Mr. Kaushik SV, Head of Institutional Programs at The Art of Living Foundation, led the seminar.



Public Awareness Program on Save Soil & Save Nature

The Department of MBA conducted "An Awareness Program on Save Soil and Save Nature" on 09th September 2022. It is the need of the hour to conserve our natural resources viz., soil, water, air, and the entire nature. A public awareness drive was conducted in the Kumaraswamy Layout and ISRO Layout areas. Student participants carried picture frames with the save the soil and Save Nature themes and created awareness among the general public.



Awareness about Student Grievance Redressal cell

Department of Computer Applications BCA Organized "Awareness about Student Grievance Redressal cell for the students of BCA I Sem. Students on 21st September 2022. The students were oriented the dos and don'ts of the "Student Grievance Redressal cell".



Mehndi Competition

Mehndi Competition was conducted on 15th October 2022 for I BCA students under Cultural Cell and Student Activity Cell-BCA.



Koti Kanta Geetha Gayana

“Koti Kanta Geetha Gayana” held on 28th October 2022 at 11: AM – 12:00 PM. ‘ಕೋಟಿ ಕಂಠ ಗೀತೆ ಗಾಯನ- ನಾಡು-ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನವನ್ನು ಮೂಡಿಸುವ,ನಮ್ಮ ಪರಂಪರೆಯ ಬಗ್ಗೆ ಹೆಮ್ಮೆ ಮತ್ತು ಗೌರವ ಮೂಡಿಸುವ ಗೀತೆ ಮತ್ತು ಕವನಗಳನ್ನು ನಾಡಿನ ಹೆಮ್ಮೆಯ ಕವಿಗಳು ರಚಿಸಿದ್ದು,ಇವುಗಳನ್ನು ಹಾಡುವುದರಿಂದ ನಾಡು-ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನವನ್ನು ಉದ್ದೇಶಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ,“ ಕೋಟಿ ಕಂಠ ಗೀತೆ ಗಾಯನ ”ಕಾರ್ಯಕ್ರಮವನ್ನು ೨೮.೧೦.೨೦೨೨ರಂದು ರಾಜ್ಯದ ಎಲ್ಲ ಗಡಿಭಾಗಗಳಲ್ಲಿ ಆಚರಿಸಿದ್ದು,ಈ ರಾಜ್ಯವೇ ಹೆಮ್ಮೆ ಪಡುವ ರೀತಿಯಲ್ಲಿ ಯಶಸ್ವಿಯಾಗಿದೆ,ಹಾಗೆಯೇ ನಮ್ಮ ಕಾಲೇಜಿನಲ್ಲಿಯೂ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಚರಿಸಿದ್ದು ಎಲ್ಲ ವಿದ್ಯಾರ್ಥಿಗಳು ತುಂಬು ಮನಸ್ಸಿನಿಂದ ಹಾಗೂ ಉಮ್ಮತ್ತಿನಿಂದ ಭಾಗವಹಿಸಿ ಕಾರ್ಯಕ್ರಮವನ್ನು



Farewell to M.Com 2020-22 Batch



Social Experiment

SOCIAL EXPERIMENTS was held on 18th October 2022. MBA students conducted various activities for students of St. Peter's School.



FACULTY PARTICIPATION IN FDP OR WEBINARS

1. Prof. Rekha M P, Dept. of BBA/B. Com attended an FDP titled "Mixed-Method Research Design Using Qualitative and Quantitative Methods" organized by Koach Scholar from 15th to 20th September 2022.
2. Dr. Kumudavalli M V Dept. of BCA, participated in the Professional Development Program on Capacity Building for Teachers from 19th September to 23rd September 2022, and also on 29th September 2022, Panel Member for Research Conclave 2022.
3. Dr. Shalini Suresh, Dept. of BCA, participated in the Professional Development Program on Capacity Building for Teachers from 19th September to 23rd September 2022 and Chaired as session at International Conference at Presidency College, Bangalore on 1st October 2022.
4. Dr. Shalini Suresh, Dept. of BCA, attended International Conference as a Reviewer of IEEE MYSU-RUCON 2022-The 2nd Edition of the Mysore Subsection Flagship International Conference on 16th & 17th October 2022.
5. Prof. Aruna Devi C, Dept. of BCA, attended a webinar on AWS Technical Essentials on 22nd September 2022, and also on 29th September 2022 attended Bootcamp - AWS Certified Solution Architect.
6. Dr. Suplab Podder, HOD-BBA, attended the International Conference and presented a Research Paper titled "Impact of Unicorn Startups on Innovative Entrepreneurship and sustainable Business Practices" on 2nd and 3rd September, 2022.

7..Prof. Vinutha K, Dept. of BBA/B.Com, participated in Coursera Project Network from 19th September to 20th September 2022 and also participated in Organic Marketing Conference.

8..Prof. Kshama Hegde, Dept. of BBA/B. Com attended an Online one-week FDP program on Quantitative Data Analysis on 23rd October 2022.

9.Prof. Lalitha, Dept. of BBA/B. Com, attended a webinar titled "Is Print Media Relevant Anymore?" on 27th September 2022 and also attended a webinar on "A study on Hospitality and Tourism management pre and post covid" on 18th September 2022.

10.Dr. Deepika Sharma, Dept. of BBA/B. com, attended a webinar titled "How to Develop a Research Design" on 15th September 2022.

11.Prof. Dr. Chiluka Pusphalata, Dept. of BBA/B. Com, attended One Day National Conference On पूर्वोत्तर भारत में हिंदी भाषा की स्थिति एवं संभावनाएं on 24th September 2022, and also attended Symposium titled "National Education Policy" on 26th to 30th September 2022.

12.Prof. Ms. Subbulakshmi Raman, Dept. of BBA/B. Com, conducted an FDP on "The Reference management using Mendeley" 9th September 2022.

13.Prof. T Nayana, Dept. of MBA, attended the One Day Faculty Orientation Programme on Managerial Skill -2 organized by Bangalore Institute of Management Studies (BIMS) on 7th September 2022 and also attended a Seminar on Atmanirbhar Bharat: Need of the hour for reviving as Self-Reliant India amid the Pandemic Covid" organized by SRM College of Management from 19th September to 20th September 2022.

14.Dr. C B Venkata Krishna Prasad, Dept. of MBA, participated as Session Chair to the Two-Day International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics in collaboration with the Institute of Analytics and Erasmus+ at Center for Management Studies, Jain (Deemed to be University) on 2nd & 3rd of September 2022 and invited as the Jury member for AIMA's 48th National Competition for Young Managers (PSU Sector) on the theme - Future Ready Organisations: Digital, Agile and Adaptable on 30th September 2022.

15.Prof. Vaibhav Patil, Dept. of MBA, attended a National seminar on Atma Nirbhar Bharat organized by SRM College of Management from 19th September to 20th September 2022.

16. Dr. Sumera Aluru, Dept. of MBA, attended UGC Approved Short - Term Professional Development Programme-NEP-PDP 2020 from 7th to 15th October 2022, and also attended the 10th International Conference on emerging trends in Corporate Finance and Financial Markets, SDMIMD, Mysore 13th to 14th October 2022 .

FACULTY PAPER PRESENTATION / RESEARCH

1. Dr. Vinish P, Dept. of MBA, published a paper titled "Coping emotional discomfort at retail checkout: Potential distractions and Implications" in the Journal Innovative Marketing on September 2022, ISSN 1814-2427(Print), 1816-6326 <https://www.scopus.com/sourceid/21100899296>.

2. Prof. Shashikumar C R, Dept. of MBA, on September 2022, published a paper titled "Interrelationship Between Futures Price And Spot Price Of Copper In Multi Commodity Exchange (MCX)", in the Journal ANVESAK with ISSN 0378-4568.

3. Dr. Deepika Sharma, Dept. BBA/ B. Com, published a paper titled "An investigation of the effective drivers of social commerce preference-the effect on luxury goods" NEUROQUANTOLOGY Q3 JOURNAL with ISBN 1303-5150(EISSN) <https://neuroquantology.com/datacms/articles/20221117073244pmNQ88021.pdf> on October 2022.

4. Prof. Ranjini K S, Dept. of MCA, published a paper on "Efficient authenticated key establishment protocol for telecare medicine information systems", in the journal American Institute of Physics on 3rd October 2022, ISSN Volume 2519, Issue 1 >10.1063/5.0117522, Link to the recognition in UGC enlistment of the Journal, <https://doi.org/10.1063/5.0117522>.

CERTIFICATION COURSES BY FACULTY

1. Prof. Diwakara asuman M S, Dept. of BCA, Completed an Online certification Course titled "Basic on Python" on 26th October 2022.
2. Prof. R Pavithra, Dept. of BBA/B.Com, Completed the online certification course on NPTEL online course certified on 26th October 2022.

FACULTY ACHIEVEMENT

1. Dr. Salini Suresh, and Dr. T. Kohila Kanagalakshmi Dept. of BCA, authored a book titled "IoT, and AI technologies for Sustainable Living" on October 2022, ISBN 978100305102, Publisher -Taylor and Francis-CRC Press-International.
2. Prof. Rashmi S authored a book titled 'Advanced Financial Accounting' published by Vision Book House.

3. Dr. Suplab Kanti Podder, HOD-BBA, authored a book titled "Performance Management", published by Vision Book House. (ISBN : 978-93-5693-117-6)
4. Prof. Lalitha, Dept. of BBA & B.Com, authored a book titled "Elements of Cost Accounting", published by Vision Book House. (ISBN : 978-93-5596-086-5)
5. Prof. Parminder Kaur, Dept. of BBA & B.Com, co-authored a book titled 'Entrepreneurship Skills', published by Vision Book House (ISBN: 978-93-5693-151-0).
6. Dr. Deepika Sharma, Dept. of BBA /B.Com, authored a book titled 'Rural Marketing' under the banner of Vision Book House. (ISBN: 978-93-6693-102-2)
7. Prof. Meghana C, authored a book titled 'Corporate Accounting' under the banner of Vision Book House. (ISBN: 978-93-5693-007-0).
8. Prof. Rekha M.P. authored a book titled 'Organization Behaviour' for 2nd Year BBA (NEP Syllabus) under the banner of Vision Book House. (ISBN: 978-93-5693-948-4).
9. Prof. Amrit Nachappa authored a book titled 'Strategic Financial Management' under Vision Book House.
10. Prof. R Pavithra authored a book titled 'Corporate Finance Management' under Vision Book House.



STUDENTS ACHIEVEMENTS

1. 14 students of the BCA department, completed an Online Course titled "Fundamentals of Data Structures in Spring Board' & Fundamentals of C: Variables and data types in Spring Board.





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live the dream

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