



DAYANANDA SAGAR ACADEMY OF TECHNOLOGY & MANAGEMENT

(Affiliated to Visvesvaraya Technological University, Belagavi and Approved by AICTE, New Delhi)

Opp. Art of Living, Udayapura, Kanakapura Road, Bangalore- 560082

Department of Management Studies



Event Name	Virtual Social Immersion Camp
Theme	Social Sensitization and Environmental Consciousness (SSEC)
Date	12 th and 13 th July 2021
Venue	Online sessions on WEBEX Platform, hosted by Dayananda Sagar Academy of Technology & Management, Bengaluru

Objectives of the Program / Event

- To sensitize students on social and environmental issues, develop attitude of Gratitude, Empathy and Responsibility through activities.
- To make students understand self and others in a holistic approach, through self-assessment and reflection.
- To get sensitized about diversity and inclusion through sign language workshop.
- Improve awareness about causes and sustainable development and SDGs

The image shows a Zoom meeting interface. On the left, a presentation slide titled "How do we measure development? SUSTAINABLE DEVELOPMENT GOALS" is displayed. The slide features a grid of 17 colorful icons representing the Sustainable Development Goals (SDGs), numbered 1 through 17. The icons include: 1. No Poverty, 2. Zero Hunger, 3. Good Health and Well-being, 4. Quality Education, 5. Gender Equality, 6. Clean Water and Sanitation, 7. Affordable and Clean Energy, 8. Decent Work and Economic Growth, 9. Industry, Innovation and Infrastructure, 10. Reduced Inequalities, 11. Sustainable Cities and Communities, 12. Responsible Consumption and Production, 13. Climate Action, 14. Life Below Water, 15. Life on Land, 16. Peace, Justice and Strong Institutions, and 17. Partnerships for the Goals. The Zoom interface shows a grid of participants in the top right corner, with names like "Chetana" and "Aravind M S" visible. The bottom of the screen shows Zoom controls such as "Unmute", "Start video", "Share", "Participants", and "Chat".

Details of the events

NSS wing of Dayananda Sagar Academy of Technology and Management in association with LetsTagOn organized a 2-Day Certified Virtual Social Immersion Camp on 12th and 13th Jul 2021.

This was organized as part of the SSEC (Social Sensitization and Environmental Consciousness) strategy of the Institute. The main aim of the camp is to sensitize the participants about the need to be responsive to the under-served section of society and be aware of the pressing issues that call for sensible and responsible action. The entire program is aligned to the Sustainable Development Goals (SDGs) as set by the United Nations. Students participated actively in all the activities in spite of the virtual mode and shared their experiences and learning.

Measurable outcomes, w.r.t. realisation of Vision:

- Active participation in activities and deep thoughts in the reflections indeed show that students are concerned about the society and surrounding.
- The objective of this program is to drive social sensitization and environmental consciousnesses were highly appreciated by the students.
- Students have expressed the causes they connect to and the social impact projects that they would like to take up.
- The institute has assured the enhancement of experience and learning through continued engagement and by providing change making path to these youth.
- **On-field exposure and community engagement:** On-field immersions and community engagement should be planned which will help students connect better and have exposure to various organizations working for sustainable development.
- **Social Impact Projects:** For the interested students with potential, there should be a path provided to nurture them and take up social impact project implementation. This will help create impact and develop key professional skills such as problem solving, project management, collaboration and communication. These students will act as ambassadors for the institute and role models for the future batches.

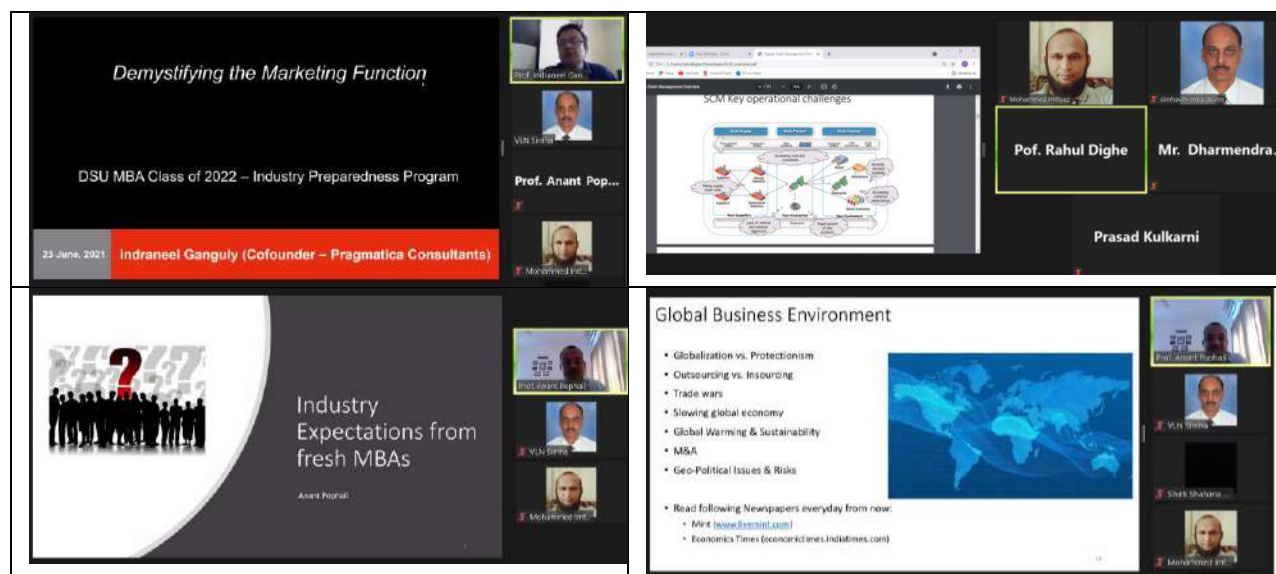


Department of Management Studies

Event Name	IPP Training on Functional Skills
Theme	Student Placement Training
Date	23 rd , 24 th and 25 th June 2021
Venue	ZOOM Platform, hosted by Dayananda Sagar Academy of Technology & Management and Dayananda Sagar University

Objectives of the Program / Event

- To prepare students for better opportunities in placements
- To guide them towards the relevant functional skills required in the industry
- To help them focus on specific job roles and skills aligned to their career preferences
- To keep them abreast about the latest developments in the specific industry sectors



Details about the Training

IPP training was launched to provide better opportunities to students in the job market. It is being, the training for 2nd semester students of 2020-22 batch commenced on 18th June 2021.

The opening session was on 'Business Function – HR', held from 03:30 pm to 05:30 pm by Mr. Sanjay K, who covered topics like, Sub-Functions, Roles, Processes, Tools & Technologies related to the latest trends in HR.

The second session was held on 23rd June, about 'Business Function – Marketing', by Mr. Indraneel Ganguly, covering topics as Job roles, latest trends in marketing, Processes related to digital technologies, etc.

The next day Prof. Rahul Dighe spoke on SCM as a Business Function, involving discussions with students on various issues of, Changing role of SCM with digital advancements, the role of SCM in value proposition of a company, etc.

On 25th June, Prof. Anant Pophali interacted with the students on 'Industry expectations from

fresh MBAs', which was a lively discussion on latest changes in the recruitment processes, expectation of the industry in terms of skill sets required for a fresh MBA graduate and the new challenges both industry and students are facing as a consequence of the pandemic of Covid-19. The participation was good considering all the management PG programs across DSI institutions, where about 200 students attended to benefit from the training sessions. There were totally 43 students from DSATM who had participated

Measurable outcomes:

The students could clarify through interactions and discussions, about the latest trends in all the basic functional subjects like, HR, Marketing and SCM. The session on 'Industry expectations', gave an insight tzo the students on the required skills to be learnt for better placements.



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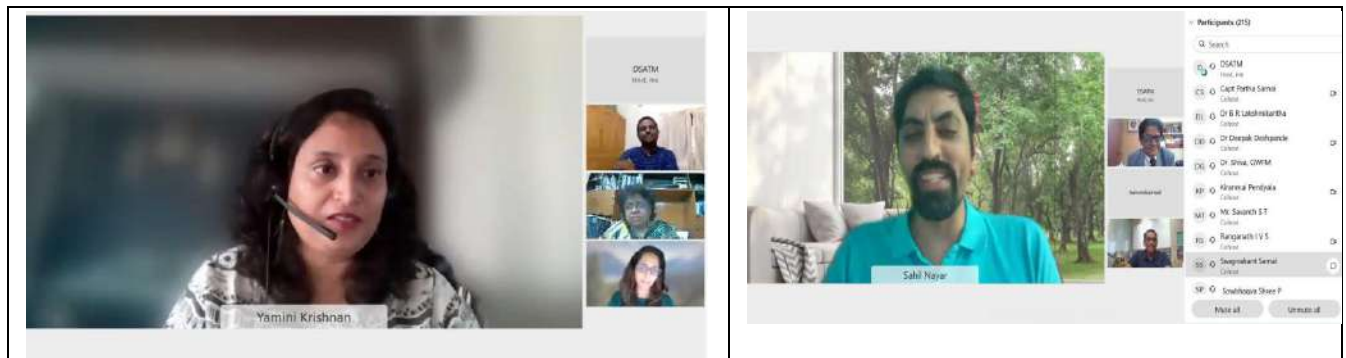


Department of Management Studies

Event Name	DSATM- Industry Connect Initiative -2021
Theme	Virtual HR Conclave on Decoding Future HR
Date	12 th June 2021
Venue	CISCO-WebEx Platform, hosted by Dept. of Management Studies, Dayananda Sagar Academy of Technology & Management under

Objectives of the Event

- To understand the practitioners' perspective and response to these momentous changes in the field of HR.



Details about the event:

As fundamental transformations like automation and cognitive technologies are reshaping the HR landscape, paving way for organizational, talent and other HR challenges; and as the pandemic resets major work trends, HR leaders need to rethink workforce and employee planning, management, performance and experience strategies. In order to understand the practitioners' perspective and response to these momentous changes a Virtual HR Conclave on Decoding Future HR was organized by DSATM in association with Global Work Force Management (GWFM) Forum.

HR conclave which was organized under IQAC-IIPC –GWFM Student Chapter & HR Club began with an

inaugural address by the Principal and Director Dr. B R Lakshmikantha followed by the welcome note by Dr. Geetha R, Professor & Head, MBA and Mr. Partho and Dr. Shiva the co-founders of GWFM. Mr. **Augustus Azariah, Human Resource Leader IBM India**, delivered the keynote address on *Decoding the future HR and Hiring in the Post Pandemic*. Later **Mr. Sahil Nayar, Senior Associate Director - HR, KPMG**, India took over to moderate panel-1 discussions on *Leading from the edges: Moving towards a new vision for HR*

He introduced panel members- **Ms.. Kiranmayi Pendyala Head of Human Resources Western Digital, Dr Deepak Deshpande Vice President & CHRO Netmagic Solutions, Mr. IVS Ranganath Head HR Shriram Bioseed Genetics , Capt Partha Samai (Retd) , Executive Vice President & Group Head HR.AGS Transact.**

Technologies Ltd and **Mr. Swapnakant Samal Head Policy, Process & Digitization- Talent Acquisition Group - Reliance Industries Ltd**. The panelists deliberated on various issues like the rise of gig economy, role of big data analytics in promoting diversity and inclusion, Mastering people analytics and promoting data literacy and Data driven HR. They shared very useful insights about the challenges faced by the HR professionals due to the pandemic and the possible ways to overcome them

Later in the evening, *strategic key note on The Future of Work: Digitizing Workplace Experience* was delivered by **Mr. Vinay Agrawal, Global Head -Business HR Tech Mahindra**, before the commencement of Panel-2 discussion on - Innovation, Transformation and Data Supremacy in a Post-Pandemic World **Ms. Debjani Roy, Chief HR Officer at Mind Your Fleet (Kromozones Software Pvt. Ltd.)**, the moderator of panel-2 introduced members -: **Mr. Aditya Pal Singh, Director Head Talent Acquisition- Informatica, Mr. Rajesh Chandran, Vice President - Global Head Talent Acquisition ITC infotech, Mr. Aravind Warrior, Director, HR Rapid Value and Mr. Vishwanadh Raju, Head India Talent -Dun & Bradstreet to the audience. HR practitioners during this panel discussion deliberated on Moving towards a new vision for HR Business Partners and Centers of Expertise, Reimagining the Future through Purpose-Driven Inspiration, How HR Leaders Connect, Support and Recognize their People During Evolution and Reward Framework in VUCA World**

The discussions by both the panels were very insightful and threw light on addressing the new challenges facing HR fraternity. The thoughts, insights and knowledge exchange during the session were well received by the participants. The speakers on both the panels proactively responded to the queries of the participants. The event finally concluded with Vote of thanks by Mr. Partho and Dr. Shiva of GWFM. It was a very fruitful event which enabled the participants to know about the key challenges and trends shaping the future and the new areas of growth where excellence lies.

Measurable outcomes:

- Participants were able to relate the management theories with the current practical aspects of

changing HR practices.

- Participants were able to understand the legal and complex aspects of changing businesses. It was a very fruitful event which enabled the participants to know about the key challenges and trends shaping the future and the new areas of growth where excellence lies.



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Department of Management Studies

Event Name	Powering Atmanirbhar Bharat through Sustainable Entrepreneurship
Theme	Distinguished Entrepreneur Speaker Series
Date	4 th June 2021
Venue	CISCO-WebEx Platform, hosted by Dept. of Management, Studies, Dayananda Sagar Academy of Technology & Management under IQAC & EDC

Objectives of the Event

- To instill entrepreneurial mind-set among the participants
- To inspire and encourage students to think of sustainable business models for entrepreneurship
- To help them focus on specific requirements, to become entrepreneurs.
- To provide a platform to interact and learn from an accomplished entrepreneur

The image shows two side-by-side screenshots. The left screenshot is a flyer for the event. It features the Dayananda Sagar Academy of Technology and Management logo at the top. The text on the flyer includes: "DAYANANDA SAGAR ACADEMY OF TECHNOLOGY AND MANAGEMENT", "DEPARTMENT OF MANAGEMENT STUDIES", "IQAC & EDC JOINTLY PRESENT", "DISTINGUISHED ENTREPRENEUR SPEAKER SERIES". Below this is a photo of Lt Col. Monish Ahuja (Retd), Managing Director of Punjab Renewable Energy Systems Private Limited (PRESPL), and Ex-Chairman of Bioenergy FICCI. The topic is "Powering Atmanirbhar Bharat Through Sustainable Entrepreneurship". The event is on Friday, 4th June 2021, from 10:30 to 11:30 HRS. The link is <https://bit.ly/3vncs8s>. At the bottom, it mentions "IN THE PRESENCE OF DR. B. R. LAKSHMIKANTHA, PRINCIPAL & DIRECTOR- DSATM". The moderators are Mr. Savanth S T (Asst. Prof. MBA) and Dr. Geetha R (Prof. & Head, MBA).

The right screenshot is a screenshot of a WebEx meeting. The title bar reads "Webinar on Powering Atmanirbhar Bharat Through Sustainable Entrepreneurship". The meeting interface shows a slide titled "AWARD WINNING BUSINESS MODEL". The slide content is a flowchart showing the process: "VLEs" (Village Level Enterprises) leads to "Biomass collection from farms", which leads to "Processing & Transportation", which leads to "Collection Centre BP", which leads to "Client". The WebEx interface also shows a list of participants on the right side.



Details about the event:

Webinar on- “Powering Atmanirbhar Bharat through Sustainable Entrepreneurship”, was organized under the Distinguished Entrepreneur Speaker Series hosted by the Dept. of Management Studies, DSATM under Internal Quality Assurance Cell(IQAC) & Entrepreneurship Development Cell . The resource person and speaker for this webinar was Lt. Col. Monish Ahuja, Managing Director, Punjab Renewable Energy Systems Private Limited (PRESPL), and Ex-Chairman, Bioenergy FICCI.

Lt. Col. Ahuja shared the success story of PRESPL in creating sustainable and renewable energy sources for the industry. PRESPL is the largest biomass company in the organised space in India. They have 19 running projects and 14 proposed projects to be commissioned across various locations in India. Their business model uses agricultural waste (stubs after harvesting the farms) as the inputs for creating pellets & briquettes which can be used in industrial applications as an alternative to fossil fuels, like petroleum, coal, etc.

He explained its multi-fold advantages and benefits to the economy and society. He said that the agricultural waste which is otherwise burnt, contributing to large scale pollution is used as alternative fuel in industries. PRESPL’s business model has enabled farmers and locals to get additional employment opportunities and income. Besides it also supports a huge network of transporters and warehouses as part of opportunities provided in the Supply Chain and Logistical operations.

He explained the overall advantages of the industry through cost savings ranging from 30% to 40% on fuel expenses relative to fossil fuels. Since the pellets are biomass, it is a carbon neutral fuel providing a huge reduction in Green House Gases (GHG) and an estimated 24,000 Tons of Carbon Di-Oxide (CO₂) in the environment. It also results in energy savings of 15% in total. An overview of the award-winning business model of PERSPL.

The webinar garnered 454 attendees from across many educational institutions(16) comprising of faculty & industry participants(04) and students from many districts of Karnataka. The commencement of the webinar was initiated by the introductory address by Dr. BR Lakshmikantha, Director & Principal, DSATM followed by the excellent talk and presentation by Lt. Col. Ahuja. The webinar was moderated with precision by Prof. Savanth ST, Asst. Prof., Dept. of Management Studies, DSATM. The event was concluded by vote of thanks proposed by Dr. Geetha R, HOD & Professor, Dept. of Management Studies, DSATM.

Measurable outcomes:

Mr. Monish Ahuja emphasized that entrepreneurs driven by a mission and passion over profits succeed in the long term .He also motivated students to dream big and wait for success to follow them. He shared how his sustainable initiative created value in terms of the following:

- Additional Employment opportunities in rural India for farmers, labourers, etc.
- Skills development among the unskilled labour class.
- Alternate source of revenue and additional income for the rural mass.
- Savings in cost of energy sources for the industry.
- Environmental benefits, in terms of reduction in pollution
- Financial Inclusion of the deprived and underprivileged rural poor.



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Department of Management Studies

Event Name	Industry Conclave – 2021
Theme	Industry Institute partnership
Date	27-03-2021
Venue	Dayananda Sagar Academy of Technology & Management , Board Room-'A' Block

Objectives of the Program/ Event

- To explore possible areas of collaboration for bridging the gap between Industry and academia.



Details about the event:

- The event was hosted in A-Block board room DSATM campus. Around 25 companies of different domain associated with various departments have participated in the conclave.
- The welcome address was given by Dean Academics Dr. Sumitradevi KA where she emphasized the importance of having the regular interaction of Industry and academia.

- Subsequently the industry delegates shared their viewpoints on their start-ups, kind of business activity, internships and likely projects for students and on many other possibilities.
- After the brief board meet the industry delegates were escorted to the respective department by the HODs and the coordinator for brief discussion and for exploring the possible collaborations.
- Mr. Rajeev Swamy (VP Sales and operation, Seventh Sense) and Mr. Manohar (Lead Manager, ----) have participated as the industry delegates for MBA department along with Mr. Anant Popali (placement coordinator, DSI-MBA group).
- The delegates discussed on the series of topics like the kinds of internship, placement assistance, live projects and possible collaborations etc.
- The delegates even addressed the MBA first year students and provided the necessary impetus for improvements.

Measurable outcomes, w.r.t. realisation of Vision:

- Students were able to understand the importance of participation in live projects and internships.
- MBA department has discussed the possible ways of collaboration to facilitate the placement assistance.



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Department of Management Studies

Event Name	Faculty Development Program
Theme	Impact of Impact of Covid 19 Pandemic on Indian Business Landscape
Date	25 th July and 1 st August 2020
Venue	Online-Zoom Platform
Participants	Faculty Members from different Colleges

Objectives of the Program / Event

- To understand the changing business landscape in the post-covid scenario.
- To explore, capture, nurture & reap the benefits and the challenges & the strategies to combat the challenges in post- Covid 19 business scenario.

About

DSI
One of the premier institutions of the country, DSI was established by MOVP Trust in 1993 by Sri Dayananda Sagar, the founder. The institutions are now being nurtured by Dr. D. Hanumanth Sagar and Dr. D. Premachandra Sagar the two eminent sons of the founder.

DSIATM
DSIATM was established in 2011 with 56 branches of engineering and B.Arch, MBA, MCA programs. The college has its own unique position in the galaxy of eminent educational institutions in the country and has done yeoman service to the cause of Engineering and Management education. The focus on Research and Development activities helping the Faculties to undertake research work leading to M.Phil. in Engineering and Doctor of Philosophy (Ph.D). The Departments are undertaking external funded research, consultancy projects & works in their respective domains.

DEPARTMENT OF MANAGEMENT STUDIES
DSIATM in general and the Department of Management Studies in particular has carved a niche among the country of institutions providing higher education in the state and country. Bestowed with dedicated and successful faculty with rich experience the department has witnessed an exponential growth since its inception in 2011. Affiliated to VTU and offering a 3 year full time BBA programme with all the specializations and combinations, the department has emphasized on the overall development of the students by incorporating a range of programmes under the head of Professional Equip. Programmes. The department has entered avenues of wholesome development of students through value addition programs such as guest lectures, industrial visits and tours, workshops, seminars, conferences, training programs, presentations, group discussions, creative exercises, language enhancement workshops, certification courses and so on. All these efforts have culminated in splendid placement records over the past years.

Details of the events

This Program aimed at bringing an amicable platform for industry – academia interaction where in the resource persons provided deeper insights about the after- effects of Covid-19 across various sectors of business arena. The main objective of the program was to facilitate the faculty

with apt inputs in the direction of upbringing the students appreciating them with the opportunities which can be explored, captured, nurtured & reap the benefits and the challenges & the strategies to combat them in the post – Covid-19 business scenario.

Following are the details of the Resource Persons:

1. **Mr. Yogesh Pathak** , CTO, Technofotre Software Pvt. Ltd.
2. **Dr. Siddheswaran V**, Professor, CODS, Davanagere
3. **Dr. Dippi Verma**, Associate Professor, T John Group of Institutions
4. **Dr. Krishna Murthy**, Centre for Integrative Health and Wellbeing
5. **Dr. Mahabaleswara BhattaH S**, Educational Consultant and Adviser Cost Management
6. **Mr. Vikram Krishnamurthy**, Master Technologist & Sr. Systems Architect, Micro Focus – Hewlett Packard
7. **Mr. Umesh** , DGM, Bharath Electronics Limited, Bangalore
8. **Ms. Reena Williams**, Staffing Lead, Twilio India, Bangalore

Measurable outcomes, w.r.t. realisation of Vision:

- Mr Vikram Krishnamurthy gave an insight how Covid 19 has impacted different IT sectors with special emphasis on Cyber security. He also spoke on the software security during this crisis and spoke on cyber security risks.He also spoke on How Artificial Intelligence and machine learning are very helpful during this time of crisis. The speaker also emphasised on the impact of Covid 19 on IT employee perspective. Mr Vikram briefly touched upon the IT hiring and Campus recruitment Post Covid 19 crisis.
- Mr Umesh spoke on the current crisis and how it impacted the Indian Business. Mr Umesh explained how firms shifted from Globalisation to Localisation from the point of view of Decision making. The speaker spoke on the impact of Covid 19 on Customer Contracts and acquisition, Supply chain, Financial Impact, Technology and Security related issues, Human Resources, Diversification Opportunities and on Strategic Investment OpportunityMs Reena Spoke on the Forces Charging the Next normal – Metamorphosis of Demand, Altered Work force, Resilience model, regulatory Changers, Virus Evolution.
- Ms Reena Williams also spoke on How HR was Evolved. She briefly explained on the Communication aspect, Remote working, and Nurturing culture, Employee Assistance, Compliances and Talent Acquisition. The Speaker also gave an insight on the opportunity existing for India during this Crisis time. She ended the session with a case study on How SBI learned and overcame the crisis.



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Department of Management Studies

Event Name	International Yoga Day
Theme	Yoga Day
Date	21.06.2021
Venue	Dayananda Sagar Academy of Technology & Management, Amphitheatre, A-Block, DSAM

Objectives of the Program/ Event

- To educate the faculty members of DSATM on the importance of Yoga and its practices.



Details of the events

International Yoga day was observed in DSATM on 21st of June, 2021. All the teaching and non-teaching staff members assembled at the Amphitheatre between 10.30 am to 11.30 am. A well-acclaimed Yoga Guru Dr Maruthi Ram R, Professor, Research Guide, administrator, Vdadyayi, Motivational Speaker, Poet and a Singer was invited as the resource person. Faculty members from the various department participated in the event. International

Measurable outcomes, w.r.t. realisation of Vision:

- Teaching and non teaching staff participated in the yoga training session with full enthusiasm.
- Participants were highly motivated by the encouraging word of the Yoga guru where he lays focus on the importance of Daily yoga practice.



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Department of Management Studies

Event Name	Webinar
Theme	National Security & Nation Building
Date	30 th June, 2021
Venue	Dayananda Sagar Academy of Technology and Management, Zoom Online Platform

Objectives of the Program / Event

- To provide an idea on the threats to National security and the mechanism to overcome them as that will significantly contribute to the Nation building.

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CE, CSE, ECE, EEE, ISE, ME Courses Accredited by NBA, New Delhi
Internal Quality Assurance Cell (IQAC)
Distinguished Leader Speaker Series- 2021

National Security & Nation Building

Shri Manish S Sharma, IPS
Additional Director General of Police
Government of Madhya Pradesh
Members of the Board of Directors
World Affairs Council of San Diego

Date: 30th June 2021
Time: 12:30 Pm to 1:30 Pm
Webinar Link: <https://bit.ly/3qE1ttmM>

In the Presence of
Dr. B.R. Lakshmi Kantha,
Principal, Director, DSATM

Dr. Geetha R
Professor & Head
Dept. of Management Studies, DSATM

Dr. Sumithra Devi K.A
Dean Academics
Professor & Head, Dept. of ISE, DSATM

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Participants (187)

Search

- DSATM Me
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- 1D120CS006 aishwarya
- 1D120CS009 Akash
- 1D120CS011
- 1D120CS014 Anshuman Raj

Unmute Start video Share

Participants Chat

Details of the events:

The purpose of the webinar was to create awareness among the students about the role of police force in Nation building and to inspire the youth to strive towards civil service exams. IQAC of DSATM had organized webinar on – National Security and Nation Building on 30th June 2021 . This was delivered by a well accomplished police officer Shri, Manish S Sharma , ADGP, MP Govt. He shared insights about the threats to National security and the mechanism to overcome them as that will significantly contribute to the Nation building. Shri, Manish S Sharma , ADGP, MP Govt./ Faculty members & Students of Dayananda Sagar Academy of Technology & Management.

Measurable outcomes:

- Students and faculty members were able to understand the role of police personnel in providing security and mitigating the threats.



Department of Management Studies

Event Name	Webinar
Theme	India-A leading Destination for FDIs?
Date	28.05.2021
Venue	Dayananda Sagar Academy of Technology and Management, Zoom Online Platform

Objectives of the Program / Event

- To understand the India position on the global FDI Index in the current economic condition.

	GDP Growth	Forex	FI Flow	FDI	Per Capita
1990	4.9 %	< USD 1 billion	USD 1 million (1993)	USD 97 million	USD 390
2021	7.5% (UN Expect)	\$584.107 billion	USD 587.6 billion (2021 till May)	\$81.72 billion 2021 till May	\$1,947

Details of the events

India-A leading Destination for FDIs? The given topic give the audience the necessary impetus to think and understand the India position in the global FDI Index. Mr. Anoop, CBO & Executive Director, IBMC was the resource person and MBA students of 2010-21 and 2020-22 Batch were the participants. The given webinar was conducted with an intention to develop the cadre of competent manager, entrepreneur who can understand the changing global dynamics.

Measurable outcomes:

Students were able to understand the need of FDI for the growth of its nation and its prosperity.



Department of Management Studies
Annual report 2019-2020

Event Name	Faculty Development Program
Theme	5-Day FDP on Innovative Andragogy And Heutagogical Tools For Millennial Engagement
Date	28 th Jan 2020 to 1 st Feb. 2020
Venue	DSATM

Objectives of the Program/ Event

- To empower the management faculty members with the new-age Heutagogical tools and techniques to engage the digital natives who are mostly tech-savvy, highly informed, and are popularly known as the fast-track generation.

Details about the event:



(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- To provide an insight to the tech savvy millennia with the means to engage digital natives.
- The tools used were cases, storytelling, experiential learning, and Perceptual Learning etc.

Measurable outcomes, w.r.t. realisation of Vision:

- Developing the mindset and new way to engage digital millennia.





Department of Management Studies

Event Name	Workshop
Theme	Introductory workshop on Blockchain & Crypto currency
Date	26 th Nov. 2019
Venue	DSATM

Objectives of the Program/ Event:

- To provide an insight on Blockchain & Crypto currency.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- A. The workshop was conducted to acquaint participants to the concepts of encryption, building of blocks, hyper ledger, genesis of crypto currency and Bitcoin, and mining of crypto currency and about uses cases of Blockchain to commercial operations such as Banking, Healthcare, Real Estate, Supply Chain and other sectors.

Measurable outcomes, w.r.t. realisation of Vision:

- A. The participants were given a downloadable basic program on Block chain basics.





Department of Management Studies

Event Name	Seminar
Theme	E-Week
Date	21 st October to 27 th October 2019
Venue	DSATM

Objectives of the Program/ Event:

- To provide an insight of entrepreneurship, social entrepreneurs, Technology based entrepreneurs.
- To provide an insight on Hands-on Ideation workshop for 1st year and 2nd year MBA students



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- The e-Week was celebrated throughout the week from 21st to 26th October 2019, in the DSATM campus having lots of enthusiasm and excitement with students from all departments of engineering actively participating in the events.
- The purpose of the event was to provide an platform for hands on experience.

Measurable outcomes, w.r.t. realisation of Vision:

- Students were able to connect with the real world situation.





Department of Management Studies

Event Name	Workshop
Theme	HR Round Table Conference On Contemporary & Emerging Trends In HR Analytics
Date	31 st August 2019
Venue	DSATM, Seminar Hall

Objectives of the Program/ Event

- To acquaint the prospective managers to the emerging trends in the field of Analytics.
- To have a Panel discussion on “Contemporary and Emerging Trends in HR-Analytics” by an eminent group of professionals drawn from diverse industries.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- GWFM- student chapter of the Department of MBA, Dayananda Sagar Academy of Technology and Management organised HR Round Table Conference in all its glory to acquaint the prospective managers to the emerging trends in the field of Analytics.
- Panel discussion on “Contemporary and Emerging Trends in HR-Analytics” by an eminent group of professionals drawn from diverse industries.

Measurable outcomes, w.r.t. realisation of Vision:

- The focus of the panel discussion centred around the application of HR Analytics to Recruitment and Selection function, Employee Engagement & Motivation, Compensation Administration, HR Policy Formulation, Lowering Attrition Rates and other areas of HCM.
- The discussions also touch based on the benefits of HR analytics to entire gamut of industries in terms efficiency gains!





Department of Management Studies

Event Name	Training & Development
Theme	PGCET Training For Final Year Degree Students
Date	25 th & 26 th June 2019
Venue	DSATM

Objectives of the Program/ Event

- To provide free PGCET training for final year degree students for securing best rank possible in the MBA qualifying exams.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- A Two day FREE PGCET Prep-training workshop was organised by the Dept. of Management Studies to help UG-students prepare better for the PGCET examinations conducted by the Govt. of Karnataka for entry into various PG courses. This was organised outreach program to offer assistance to the needy students who cannot afford hefty fees charged by coaching institutes.

Measurable outcomes, w.r.t. realisation of Vision:

- About 40 students in and around Bengaluru derived the benefits of this training.
- It was organised on 25th and 26th June with inputs from trainers of 7th Sense consulting.





Department of Management Studies

Event Name	Students National Level Management Fest
Theme	Aavartan 2019 – Two-Day National Level Inter-Collegiate Management Fest
Date	8 th & 9 th May 2019
Venue	DSATM

HOD's Signature

Principal's Signature

Objectives of the Program/ Event

- To inculcate healthy level of competition among the various MBA colleges students



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- The Department of Management Studies - MBA program (VTU), DSATM had organized a Two-Day National Level Inter-Collegiate Management Fest “Aavartan – 2019” on 8th and 9th of May 2019.
- The fest attracted a huge participation of over 200 students from across 19 institutions.

Measurable outcomes, w.r.t. realisation of Vision:

- The fest attracted the students from various colleges and healthy competition was observed.





Department of Management Studies

Event Name	Training & Development
Theme	Certified Training By Seventh Sense Tech Solutions (7 Weeks)
Date	7 weeks between March-April-May, 2019
Venue	DSATM

Objectives of the Program/ Event

- To ensure and enhance the employability prospects of the students through in depth aptitude training.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- Seventh Sense Talent Solutions imparted comprehensive certified short-term training on Campus Recruitment Excellence Achievement Modules- CREAM (2019-20) for duration of 42 hours for MBA II Semester students of DSATM.
- The training was spread across 7 weeks during March-April-May, 2019. The purpose of the training program was to ensure to enhance the employability prospects of the students through in depth aptitude training.

Measurable outcomes, w.r.t. realisation of Vision:

- Students were able to employ their learning in their placement training.





Department of Management Studies

Event Name	Training & Development
Theme	Self Musing
Date	30 th March, 2019
Venue	DSATM

Objectives of the Program/ Event

- To provide employability oriented skill enhancement



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- An activity based training on- Self-Musing, an employability oriented skill enhancement was imparted on 30th March 2019 for a duration of 3hours, by Ms. Pahlavi Singh and Ms. Ashritha, Anand, our Alumni from 2015-17 Batch, employed with Ernst and Young.
- The program was well received and highly appreciated by the participants who comprised of MBA II Semester students.

Measurable outcomes, w.r.t. realisation of Vision:

- Students were able to identify their strength and weakness and the mechanism for facing interview.



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Department of Management Studies

Event Name	International Conference
Theme	International Conference On Engineering Technology And Management In Digital Era
Date	25 th & 27 th February, 2019
Venue	DSATM

HOD's Signature

Principal's Signature

Objectives of the Program/ Event

To invite original research paper for presentation and publications
To provide a platform for sharing and learning original thoughts



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- The department of Management Science in association with LifeWay Tech India Pvt. Ltd., who was the co-organiser of the 1st International Conference of Engineering, Technology & Management in the Digital Era 2019 (ICETMDE-2019) was conducted between 25th to 27th February 2019, at the Seminar hall, M block, DSATM.

Measurable outcomes, w.r.t. realisation of Vision:

- The conference received a total of about 100 papers out of which 74 were shortlisted in the first round of screening, later after the second round of screening and plagiarism check 32 papers were selected to be published in SCOPUS/UGC approved journals





Department of Management Studies

Event Name	Training & Development
Theme	CEFL -Centre For English And Foreign Languages
Date	Jan-Feb 2019
Venue	DSATM

Objectives of the Program/ Event

- To focus on the oral communication & public speaking skills, grammar & comprehension, integration of verbal & Non-verbal communication, business communication.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- CEFL -Centre for English and Foreign Languages, had held a 30-hour course in English speaking & communication, for MBA 1st semester students. The resource persons were, Ms. Meena Arun, Ms. Kuhu & Mr. Irfan A.
- The course was delivered at the Language Lab, Heritage Block, DSCE Campus, Kumaraswamy Layout, Bengaluru. The course focused on the oral communication & public speaking skills, grammar & comprehension, integration of verbal & Non-verbal communication, business communication, which was given to students in free flowing and creative methods like, group presentation activities, discussions, extempores, involving maximum participation from the students.

Measurable outcomes, w.r.t. realisation of Vision:

- Students were able to speak proper English and were able to comprehend the sentences.





Department of Management Studies

Event Name	Seminar
Theme	Entrepreneurship Opportunities And Essential Skills
Date	4 th Jan 2019
Venue	DSATM

Objectives of the Program/ Event

- To promote Entrepreneurship Development among the students



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- The MBA and Civil engineering dept. of DSATM in association with VDM-Indian on the Move had jointly organised a One-day program “ENTREPRENEURSHIP OPPORTUNITIES AND ESSENTIAL SKILLS” .
- To promote Entrepreneurship Development among the students, on 4th January 2019 at Seminar Hall, 4th floor, M-Block, DSATM. The high-profile key note speaker was, Shri. C P Radhakrishnan, a former MP and currently the Chairman of the Coir Board, GOI.

Measurable outcomes, w.r.t. realisation of Vision:

- His lecture tried to foster the characteristics of entrepreneurship traits among the students.





Department of Management Studies

Event Name	Seminar
Theme	Capital Market Awareness And Investment Education Program
Date	30th November, 2018
Venue	DSATM

Objectives of the Program/ Event

- To conduct program for capital Market Awareness, Equity Investments, Mutual Funds and Financial Planning



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- A one day *Capital Market Awareness and Investment Education Program* was organized by the Department of MBA and **Bombay Stock Exchange-IPF** for the First semester MBA students on 30th November 2018.
- The session was delivered by Mr. Rahul who has domain expertise in Equity Research and Financial Planning. It was coordinated by Ms **KRUTIKA JAIN MEHTA, Asst. Vice-President, LotusKnowlwealth(LKW)**. T

Measurable outcomes, w.r.t. realisation of Vision:

- The topics covered in this Program include- Capital Market Awareness, Equity Investments, Mutual Funds and Financial Planning





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Department of Management Studies

Event Name	Training & Development
Theme	Five Day Student Workshop & Certification Course In Advanced MS Excel
Date	13 th and 17 th November, 2018
Venue	DSATM

Objectives of the Program/ Event

- To enhance the employability skills of the participants through experiential learning techniques.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- Five Day student workshop & *Certification Course in Advanced MS Excel* (for 30 Hours Duration spread across 5 Days) was conducted by MBA Department in association with RareMinds. Mrs. Subhashini Ramaswamy, Curator & CEO-RareMinds, along with other resource persons- Ms. Aruna and Ms. Smrithi from RareMinds imparted training, between 13th and 17th of November, 2018.
- This workshop intended to enhance the employability skills of the participants through experiential learning techniques.

Measurable outcomes, w.r.t. realisation of Vision:

- This course was delivered to Third Semester MBA students in order to enhance their technical and analytical skills for data analysis using MS-Excel



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Department of Management Studies

Event Name	Faculty Development Program
Theme	3-Day FDP On-“Research Methods And Data Analysis Using IBM-SPSS & AMOS
Date	14 th to 16 th November, 2018
Venue	DSATM

Objectives of the Program/ Event

- To facilitate the researcher to use the latest techniques for research papers and doctoral thesis.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- A Three day FDP on-“*Research Methods and Data Analysis using IBM-SPSS & AMOS*” was organised by the Department of Management studies-DSATM in association with VTU-Belagavi between 14th and 16th November, 2018.
- The resource persons were, Dr. D. N Murthy Dean-Research and Marketing, Welingkar Institute of Management and Research, Bengaluru and Mr. M.M. Shankar, Management Consultant & Trainer, CARES Consultancy, Bengaluru

Measurable outcomes, w.r.t. realisation of Vision:

- Participants were able to learn and understand the IBM-SPSS & AMOS software packages.





Department of Management Studies

Event Name	Seminar
Theme	National Level Management Conclave On Technovations In Business Ecosystem
Date	25 th to 27 th October 2018
Venue	DSATM

Objectives of the Program/ Event

To understand the technical innovation and their impact in current business system.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- Three day National level Management conclave on “Technovations in Business Ecosystem” was organised between 25th and 27th October 2018, in which many resource persons including Shri. Acharya Ajit Kumar, Chairman-VDM, India on the Move, Mr. Hari K Gandamneni from Venu Solutions, Mr. Pranav Kathale, Director-Risk Consulting, KPMG, Mr. Sunil Shah, CEO, SG Global solutions, Centre-India & European services, Romania, Ms. Uma Ravi Shankar & Ms. Savitha Subbaraya, Co-Founders, Evoluer Consulting Services, Mr. Abid Hussain, VP-Sales, Star Sports and Mr. Venkat Pochiraju, Regional VP-Sales RED FM India

Measurable outcomes, w.r.t. realisation of Vision:

- Participants were able to see and realise the recent innovation in the field of business.





Department of Management Studies

Event Name	Training & Development
Theme	Application Of Python Programming In Management
Date	3 rd October, 2018
Venue	DSATM

Objectives of the Program/ Event

- To impart Technical Skills, for the final year MBA students



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- Orientation Session on Certification in “Application of Python Programming in Management” Prof. Srinivasan Laxminarayanan, Innovation Labs, DSU, on 3rd October, 2018, for review to conduct workshop for Certification to impart Technical Skills, for the final year MBA students.

Measurable outcomes, w.r.t. realisation of Vision:

- Students were able to learn new concept Python and were able to comprehend the same.





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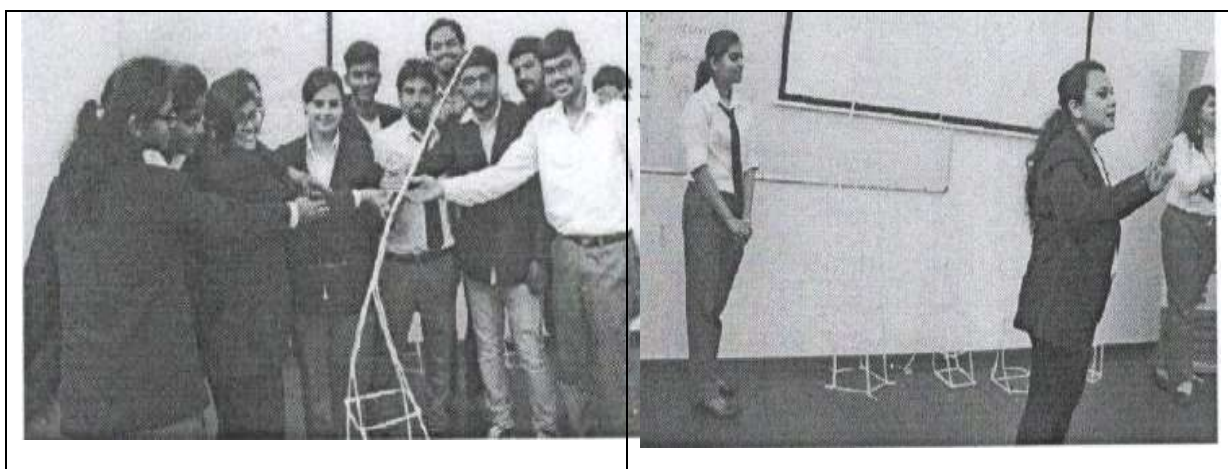


Department of Management Studies

Event Name	Training & Development
Theme	Certification in Digital Marketing, Professional Development and Entrepreneurship Development
Date	25 th , 26 th May & 5 th June 2018
Venue	DSATM

Objectives of the Program/ Event

To improve the public speaking skills, leadership skills , providing certification courses in Digital marketing , Professional development and Entrepreneurship Development.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- The intention of the session was to have the participants understand the importance of entrepreneurship for sustainable development, understanding the challenges of entrepreneurship
- Provide awareness about the digital marketing industry, their importance and gaining hand on experience.

Measurable outcomes, w.r.t. realisation of Vision:

- After the training program the students were able to track and monitor Digital marketing performance and also were able to plan and conceptualise and implement digital marketing strategies by themselves.



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Department of Management Studies

Event Name	Day National Level Inter-Collegiate Management Fest
Theme	Aavartan 2018 – Two-Day National Level Inter-Collegiate Management Fest
Date	19 th and 20 th , April 2018
Venue	DSATM

Objectives of the Program/ Event

- To provide a platform to the students for showcasing the talents and compete with other management college students.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- The Department of Management Studies, DSATM organized a Two – Day National Level Management Fest “Aavartan’18” on 19th and 20th of April 2018.
- The Fest witnessed five technical rounds – marketing, human resources, finance, business quiz and best manager events, several experience based activities rounds – photography, social media contest, treasure hunt, food panda, and dubs mash, and a scintillating range of cultural events like solo singing, solo dance and group dance.

Measurable outcomes, w.r.t. realisation of Vision:

- Effective level of coordination among the students and the faculty for smooth conduct of management fest.





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Department of Management Studies

Event Name	CSR
Theme	DATRI Blood Stem Cell Donor Registry Drive
Date	26 th , March 2018
Venue	DSATM

Objectives of the Program/ Event

- To build awareness and enroll potential blood stem cell donors.
- To register anyone in the age group of 18-50 years can register as a volunteer donor, thereby taking the first step in saving a life.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- DATRI is a not-for-profit organization founded in the year 2009 with a mission to save lives of those suffering from life threatening blood disorders like Blood Cancer, Thalassemia, AplasticAnemia etc
- Mr. Raghu Rajagopal together with Dr.NezihCereb and Dr.Soo Young Yang of Histogenetics, a global leader in high resolution HLA typing, set up DATRI (meaning donor in Sanskrit) with a donor base of a mere 3000 donors in 2009.

Measurable outcomes, w.r.t. realisation of Vision:

- Every affiliated registry provides the HLA type of their registered donors without sharing any personal identifiable information. Transplant Physicians and registries across the world can search for a match for their patients on this BMDW platform.
- 73 participants registered as donors from the Department of Management studies



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Department of Management Studies

Event Name	Workshop
Theme	Workshop on The Science of Breath
Date	28 March, 2017
Venue	DSATM

Objectives of the Program/ Event

- To provide the importance of breathing and its value to the MBA students



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- A workshop by Swami Samarpanananda Giri of Prajnana Mission, Puri, Odisha on 28th March 2017 on “Kriya Yoga – The science of Breath”.
- In his elaborated explanations he stressed that the control of breathing will produce positive results like relief from stress and tension, improved concentration and overall improvement of physical and mental health.

Measurable outcomes, w.r.t. realisation of Vision:

- He demonstrated some techniques and made the workshop more interesting for management students.
- He also advocated that the control of breathing will improve overall personality.



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Department of Management Studies

Event Name	CSR
Theme	Cornea awareness program
Date	8.9.2016
Venue	DSATM

Objectives of the Program/ Event

- To provide an insight on eye donation and create an awareness on cornea safeguard.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- Mr. Vijay Kumar of Samadrusti Vikasa Kendra an NGO addressed the MBA students. He explained the problems faced by the blind people and stressed on the importance on eye donation. All the students have agreed to pledge their eyes for donating after the death.
- He concluded he talk by saying that one should not burn or burry the eyes which definitely give light to the other blind and needy persons.

Measurable outcomes, w.r.t. realisation of Vision:

- Created awareness about eye pledging.
- Created the social responsiveness
- Made introspect on human values





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Department of Management Studies

Event Name	Training & Development
Theme	Personality Development Programme
Date	11-04-2015
Venue	DSATM

Objectives of the Program/ Event

- To develop the conceptualising capacity of the students.



Details about the event:

(Purpose, about the topic, Resource person/ participants, Alignment with Vision/ Identification and addressing the GAP, Sponsorship or Funding Partner- if any)

- The enlightening session filled with information, and wisdom has reflected the long corporate journey of Prof. Thyagaraja.
- It has highlighted the energy and enthusiasm of the speaker. The session was also very helpful in developing the conceptualizing capacity of the students.

Measurable outcomes, w.r.t. realisation of Vision:

- The programme witnessed two sessions and mostly was interactive in nature. The resource person was successful in eliciting participation from all the participants thus ensuring the benefits of the programme reach all of them.
- There was a focus on interpersonal skills, communication skills, negotiation skills, transaction analyses and leadership styles.



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