



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

**The Official
Innovation Bulletin**



COMMUNIQUE

ABOUT DSCASC

Dayananda Sagar College of Arts Science and Commerce (DSCASC), which runs under the Dayananda Sagar Institutions is one of the oldest degree colleges in Bengaluru and is affiliated with Bangalore University. It has a legacy of creating many outstanding individuals who contributed to society in various fields. The college's ideologies emphasize developing students' critical thinking skills and senses to transform them into socially progressive and responsible individuals. The students are guided to reach their full potential through a cultural, scientific, and pedagogical strategy designed for growth, as part of a holistic developmental approach. In this regard, students are provided with a challenging academic atmosphere, well-equipped lecture halls and laboratories, libraries, computer facilities, and our high-quality teaching team. We, therefore, provide an environment for thought and conversation, encouraging our students to discover a wide range of possibilities.

In DSCASC students are equipped to upgrade their skills and remain inquisitive and eager as thinkers and students through our collaborative, multidisciplinary, and holistic approach. Further abiding by the light of the "Live the Dream", we promote our Founder, late Sri Dayananda Sagar's visionary outlook.

VISION

To be a centre of excellence in education, research and training and to produce human resource of exceptional leadership quality to serve national needs.

MISSION

To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits within the stated values.

ABOUT COMMUNIQUE

The inaugural July 2026 issue of "Communique," the official innovation bulletin of Dayananda Sagar College of Arts, Science and Commerce (DSCASC), highlights a vibrant month filled with academic inaugurations, student achievements, skill-building workshops, and community outreach. Reflecting its institutional goals, the bulletin highlights strong faculty research output and explicitly links campus events to global Sustainable Development Goals (SDGs) such as Quality Education, Decent Work, and Peace & Justice.



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NEW BEGINNINGS, NEW ASPIRATIONS

A new academic journey began for undergraduate students at Dayananda Sagar College of Arts, Science and Commerce as the institution inaugurated its Undergraduate Programmes 2026 at the Dr. Premachandra Sagar Auditorium on 29th July 2026.



The inaugural ceremony brought together academic leaders, industry professionals, faculty members and students, setting an inspiring tone for the new academic year. Dr. Saigeetha Jegannathan, Director, Cyber Analytics and AI Innovation, VISA, was the Chief Guest, while Ms. Subha Ganesh, Managing Director, X2A SoftLabs, attended as the Guest of Honour. The programme was presided over by Sri Galiswamy, Secretary, DSI.



The inauguration provided an opportunity to formally welcome the new students, introduce them to the institution and its academic environment, and inspire them to pursue their higher education with confidence, discipline and a commitment to excellence. The presence of distinguished guests from the fields of technology, artificial intelligence and industry added professional relevance to the programme and encouraged students to recognize the importance of innovation, skill development and industry readiness. The event concluded on a positive note, marking the beginning of a new academic journey for the undergraduate students.

DISCIPLINE, LEADERSHIP AND SERVICE: THE NCC WAY

The Naval NCC Unit of Dayananda Sagar College of Arts, Science and Commerce organized a guest talk as part of the Students Induction Programme 2026 on July 31, 2026, at the Dr. P. C. Sagar Auditorium. Lt. BVR Vishnu Tej, Associate NCC Officer, 6/2 COY DSBA, 2 KAR BN, delivered the keynote address on "Discipline, Leadership and Service: The NCC Way." He highlighted the importance of discipline, leadership, service, and character building in students' academic and personal lives. The interactive session inspired the newly inducted students and generated keen interest in NCC enrolment and careers in the Indian Armed Forces.



KARGIL VIJAY DIWAS COMMEMORATION

The Naval NCC Unit and NSS unit commemorated Kargil Vijay Diwas on July 27, 2026, near the Buddha Statue. The programme paid tribute to the courage and sacrifice of the heroes of the 1999 Kargil War through floral tributes, candle lighting, and a moment of silence. The Principal, IQAC Coordinator, HoDs, NCC cadets, NSS volunteers, faculty, and students joined in honouring the martyrs and reaffirming the values of patriotism, discipline, courage, and national service. The programme concluded with the NCC Song and National Anthem, leaving everyone inspired by the legacy of India's brave soldiers. Jai Hind!



V BBA STUDENTS WIN FIRST PRIZE AT INTELLIBIZAI CONCLAVE

On 08 August 2026, three teams from V BBA participated in the IntelliBizAI Conclave 2026, presenting innovative solutions to real-world challenges. The event enhanced students' creativity, teamwork, critical thinking, entrepreneurship, and problem-solving skills, while promoting technology-driven and SDG-oriented solutions.

A proud achievement was secured by Team 1 – Ms. Bhagyakirana and Ms. Amrutha, who won the First Prize. The participation strengthened the institution's commitment to innovation, experiential learning, and entrepreneurship.

WORKSHOP ON HR AND MARKETING ANALYTICS

The Department of BBA, in association with IQAC and Institution's Innovation Council (IIC), organized the first day of the two-day Faculty Development Workshop, "Data to Decisions: HR and Marketing Analytics for Business Educators," on 08 July 2026. Led by Mr. Subramanya V, the workshop featured practical sessions, case studies, simulations, and hands-on training in Excel, Orange Data Mining, Looker Studio, and AI tools, equipping faculty with essential data-driven decision-making skills for contemporary business education.



WORKSHOP ON FINTECH AND DIGITAL FINANCE

The Department of BBA, under the guidance of IQAC and Institution's Innovation Council (IIC), conducted Day 2 of the Faculty Development Workshop on "Fintech and Digital Finance" on 11 July 2026. The session was delivered by Dr. Binny Cherian, Associate Professor, St. Joseph's University, and covered fintech, digital payments, AI-driven financial services, blockchain, cybersecurity, and emerging trends in digital finance. The session equipped faculty with practical insights to integrate emerging financial technologies into teaching and research.





ENTREPRENEURIAL CAREERS

The Department of BBA organized the first session of Series 2026, featuring Prof. Tarun Malik on “Architecting the Future – A Comprehensive Guide to Entrepreneurial Careers” on 20 July 2026. The session aimed to empower First-Year BBA (2026–2029 Batch) students with insights into entrepreneurship, innovation, leadership, and emerging career opportunities. Students gained valuable perspectives on developing an entrepreneurial mindset, identifying opportunities, and preparing for the evolving global business landscape.

EXPERT LECTURE ON PERSONALITY DEVELOPMENT

The Expert Lecture Series for First-Year BBA students featured Dr. Srikanta Murthy on “The Best Version of You – A Practical Guide to Personality Development” on 21 July 2026. The session focused on self-awareness, communication, confidence, emotional intelligence, grooming, body language, time management, and positive thinking. Through interactive activities and practical examples, students gained valuable insights into self-growth, leadership, and interpersonal skills, inspiring them to become more confident, adaptable, and career-ready professionals.



CAREER PATHWAYS IN FINANCE

The Expert Talk on “Pathways in Finance: From Investment Banking to Corporate Strategy” was conducted for First-Year BBA students to explore diverse career opportunities in finance. The session covered investment banking, corporate finance, strategic planning, financial modelling, analytical thinking, and communication skills, using real-world examples. It encouraged students to explore finance specializations, stay updated with industry trends, and build a strong professional foundation for future careers.

EXPERT SESSION ON MANAGEMENT PRINCIPLES AND LEADERSHIP

The session on “The Architecture of Management: Principles, Dynamics and Leadership” introduced students to the three key layers of organizational functioning—structure, management dynamics, and leadership. The session highlighted the role of organizational design, communication, collaboration, decision-making, employee engagement, change management, and performance in effective management. It emphasized that structure provides the framework, management drives operations, and leadership provides vision and purpose, enabling organizations to become resilient and high-performing.





BEYOND THE CLASSROOM: PERSONAL GROWTH STRATEGIES FOR FUTURE PROFESSIONALS

The Department of Commerce (B.Com), under the guidance of IQAC, inaugurated the Expert Talk Series 2026 with a session by Dr. Arundathi K. L. on "Beyond the Classroom: Personal Growth Strategies for Future Professionals" on 27 July 2026. The session for First-Year B.Com students (2026–2029 Batch) emphasized adaptability, emotional intelligence, resilience, and continuous learning as essential qualities for professional success.

SPEAK WITH IMPACT: EFFECTIVE COMMUNICATION FOR ACADEMIC AND CAREER SUCCESS

The Department of Commerce (B.Com), under the guidance of IQAC, conducted the first session of the Expert Talk Series 2026 by Dr. Muralidara K. S. on 27 July 2026 at 10:00 a.m. for First-Year B.Com students (2026–2029 Batch). The session highlighted the importance of active listening, effective expression, and adapting communication to diverse audiences, emphasizing their role in achieving academic and professional success.



KNOW YOURSELF, SHAPE YOUR FUTURE: SWOC FOR PERSONAL AND CAREER GROWTH

The Department of Commerce (B.Com), under the guidance of IQAC, conducted the Expert Talk Series 2026 session by Dr. Srikantamurthy M. R. on 27 July 2026 at 10:00 a.m. for First-Year B.Com students (2026–2029 Batch). The session introduced SWOC Analysis as a practical tool for self-awareness and strategic growth, helping students identify their strengths and weaknesses, explore opportunities, and prepare to overcome challenges for personal and career development.



ENTREPRENEURSHIP AS A CAREER: BEYOND TRADITIONAL EMPLOYMENT

The Department of Commerce (B.Com), under the guidance of IQAC, conducted an Expert Talk Series 2026 session by Dr. S. Gokula Krishnan, HOD-MBA, on 27 July 2026 for the First-Year B.Com students (2026–2029 Batch). The session highlighted entrepreneurship, innovation, leadership, and emerging career opportunities, encouraging students to develop an entrepreneurial mindset, identify new opportunities, and prepare for successful careers in the evolving global business landscape.



OUTCOME-BASED EDUCATION: BUILDING SKILLS FOR GLOBAL OPPORTUNITIES

The Department of Commerce (B.Com), under the guidance of IQAC, conducted an Expert Talk Series 2026 session by Dr. Suplab Kanti Poddar, Coordinator-Research and Development Cell, on 27 July 2026 for the First-Year B.Com students (2026–2029 Batch). The session highlighted Outcome-Based Education (OBE), entrepreneurship, innovation, and industry-oriented skills, encouraging students to develop solutions to real-world challenges while creating economic and social value for a successful global career.

EMPOWERING STUDENTS: AI FOR COMMERCE, ETHICS AND EDUCATION

The Department of Commerce (B.Com), under the guidance of IQAC, conducted the Expert Talk Series 2026 session by Dr. Mahalakshmi V., HOD-M.Com., on 27 July 2026 for the First-Year B.Com students (2026–2029 Batch). The session highlighted the role of AI in commerce and education, with emphasis on responsible and ethical AI use, data privacy, and protecting sensitive information while leveraging AI for academic and business applications.

FACULTY WORKSHOP ON “TECHNIQUES FOR STRESS MANAGEMENT”

The Department of Commerce (B.Com), in association with CIL and under the guidance of IQAC, organised a Faculty Workshop on “Techniques for Stress Management” on 25 July 2026 at DSI Campus 1. The session was led by Mr. Visent John, Training, Learning & Engagement Strategist, who highlighted practical strategies for managing stress, improving work-life balance, and enhancing emotional well-being. The interactive workshop equipped faculty members with effective techniques to manage workplace stress and promote a healthy and productive professional environment.



DEBATE COMPETITION ON EXAM PAPER LEAKS IN THE DIGITAL ERA

The Department of BCA organized a Debate Competition on “Exam Paper Leaks in the Digital Era: Challenges and Technological Solutions” on 27 July 2026 for First-Year BCA students. The event aimed to raise awareness about examination paper leaks and encourage students to explore technology-based solutions. It also enhanced students’ communication, critical thinking, analytical, and public speaking skills through active and enthusiastic participation.

NELSON MANDELA INTERNATIONAL DAY – SPEECH PROGRAMME

On 22nd July 2026, the BCA department organized a Speech Programme for V BCA students to commemorate Nelson Mandela International Day. The programme highlighted Mandela’s contributions to freedom, equality, peace, and human rights, with students delivering insightful speeches on his struggle against apartheid, 27 years of imprisonment, and commitment to justice and democracy. The event inspired students to reflect on the transformative power of education and social responsibility.



BRIDGE COURSE

Dayananda Sagar College of Arts, Science and Commerce, Department of Computer Applications (BCA) conducted a bridge course from 20/7/2026 to 28/7/2026. During this course, all the faculty members from the Department of Computer Applications conducted sessions on various topics related to computers, such as AI, Data Analytics, Cloud Computing, and many more. It reduces the gap between school-level learning and college-level BCA subjects, so students can start the program with more confidence.

WORKSHOP ON GIT & GITHUB

The Department of Computer Applications – MCA organized a “Workshop on Git & GitHub” on 16 July 2026 for II MCA A and B students. The workshop provided hands-on learning in version control, Git commands, repository management, branching, and GitHub collaboration. Through practical examples, students learned push and pull operations, effective commit practices, and conflict resolution, enhancing their confidence in collaborative software development.



FROM PROMPTS TO PRODUCTIVITY

The Department of Computer Applications (BCA) under Coding Club organized a session titled “From Prompts to Productivity” for the BCA III Semester ‘A’ Section students on 21-07-2026 to create awareness about the effective use of Artificial Intelligence (AI) in academics and day-to-day productivity. The session introduced students to the basics of AI and Generative AI, followed by a live demonstration of ChatGPT and the importance of writing effective prompts. Students were also familiarized with useful tools such as Google Docs, Napkin AI, Draw.io, and automation platforms that can simplify learning and everyday tasks.



SEMINAR ON CAREER PROSPECTS IN THE FINANCIAL INDUSTRY

The Department of Computer Applications – MCA organized a seminar on “Career Prospects in the Financial Industry” on 21 July 2026. The session highlighted financial literacy, investment strategies, wealth creation, capital markets, financial analysis, risk management, and fintech. Students also gained insights into career pathways, professional certifications, and essential skills for building successful careers in the evolving finance sector.

WORKSHOP ON CREATIVE THINKING AND PROBLEM SOLVING

The Department of MCA, in association with the Centre for Innovation and Leadership (CIL), organized a workshop on “Creative Thinking and Problem Solving” on 08 July 2026 for II MCA students. Through ice-breakers, group discussions, games, and role-play activities, students developed creative thinking, problem-solving, communication, leadership, and memory skills. The interactive workshop provided a productive and engaging learning experience.



BEYOND THE CLASSROOM: AN EXPERIENTIAL LEARNING VISIT

The students of the Department of Computer Applications(MCA) participated in ELIXIR 2026 – AI Forensic Crime Lab as part of the Beyond the Classroom – Experiential Learning Visit. The program provided hands-on exposure to Artificial Intelligence applications in digital forensics, cybercrime investigation, and evidence analysis. Students explored advanced AI-powered forensic tools and gained insights into real-world crime investigation techniques. The visit enhanced their practical knowledge, analytical thinking, and awareness of emerging technologies in AI-driven forensic science.



BEYOND THE CLASSROOM: AN EXPERIENTIAL LEARNING VISIT

The Department of Management Studies, in collaboration with the Yi Bengaluru Innovation Initiative, organized a session on “From Ideas to Impact: Building the Innovation Mindset.” Mr. Chowdappa K. V., Chair – Innovation, Yi Bengaluru, shared insights on design thinking, creative problem-solving, systems thinking, and collaboration. The session inspired students to develop an innovation mindset and create practical, scalable, and impactful solutions to real-world challenges.



ISR EVENT: SPREADING JOY AND COMPASSION



The Department of Management Studies (MBA) conducted an ISR activity at Happy Children's Home, Vidyaranyapura, Bengaluru, on 17 July 2026, coordinated by Dr. Ameer Asra Ahmed. Second-Semester MBA students donated essential, educational, and recreational items and engaged with the children through games and activities. The initiative promoted empathy, teamwork, compassion, and social responsibility among students.

GUEST LECTURE: REAL-WORLD DECISION MAKING THROUGH OPTIMIZATION MODELS

The Department of Management Studies (MBA) conducted a Guest Lecture on 20 July 2026, coordinated by Dr. Arundathi K. L., for II Semester MBA – B Section students. The session focused on LPP, Graphical and Simplex Methods, highlighting their practical applications in resource allocation, cost optimization, logistics, and managerial decision-making.

FACULTY DEVELOPMENT PROGRAMME (FDP) : AI-DRIVEN FINANCIAL RESEARCH

The Faculty Development Programme (FDP) on “AI-Driven Financial Research” commenced on 27 July 2026, coordinated by Dr. Nayana. The five-day online programme focused on the application of Artificial Intelligence in financial research, data analysis, academic writing, and scholarly publishing, equipping faculty members, researchers, and scholars with emerging AI-driven research skills.

COMMUNICATION SKILLS WORKSHOP

The Department of Management Studies (MBA) conducted a Communication Skills Workshop on 16 July 2026, coordinated by Prof. Murali, for around 60 students of II Semester MBA – B Section. Led by Ms. Arundhuti Basu, the session focused on the P.R.E.P. Model and the 3 Ps—Pace, Pitch, and Pause, helping students develop confident, clear, and impactful communication skills.



SEMINAR: BUILDING CONFIDENT COMMUNICATORS AND FUTURE LEADERS



The Department of Management Studies (MBA) conducted a Seminar on 16 July 2026, coordinated by Prof. Murali, with Ms. Arundhuti Basu as the expert speaker. The session, attended by over 60 students, focused on the P.R.E.P. Model for structured thinking and P.P.P. (Pace, Pitch, and Pause) for effective delivery, helping students develop confidence, clarity, and impactful communication skills.

IIMB CAMPUS VISIT: EXPERIENCING EXCELLENCE IN MANAGEMENT EDUCATION

The Department of Management Studies (MBA) organized an IIMB Campus Visit on 28 July 2026, coordinated by Prof. Sowjanya M. Nagaraj and Prof. Muralidhara K. S. The visit provided students with an opportunity to explore the Indian Institute of Management Bangalore (IIMB) and experience its distinguished academic environment, library, classrooms, and campus facilities. The visit offered valuable academic exposure and inspiration, encouraging students to aspire towards higher education and excellence in management studies.



FDP: CASE-BASED TEACHING FOR DECISION-MAKING

The Department of Management Studies (MBA) conducted an FDP on 25 July 2026 on "Case-Based Teaching: Transforming MBA Classrooms into Decision-Making Laboratories." Led by Dr. A. S. Gokula Krishnan and Prof. Balwant Kaur Uppal, the session focused on case-based teaching and practical training on the Harvard Business Educator platform.

GUEST LECTURE : FROM IDEAS TO SUCCESSFUL ENTERPRISES

The Department of Management Studies (MBA) conducted Guest Lecture on 31 July 2026, coordinated by Prof. Muralidhara. Mr. R. Gopinatha Rao, Retired Deputy Director, Ministry of MSME, shared insights on entrepreneurship, government schemes, funding, market research, and digital tools, inspiring students to transform innovative ideas into sustainable and impactful ventures.



GUEST LECTURE: UNLOCKING ENTREPRENEURIAL POTENTIAL

The Department of Management Studies (MBA) conducted Guest Lecture 2 on 31 July 2026, coordinated by Prof. Muralidhara. Mr. R. Gopinatha Rao, Retired Deputy Director, Ministry of MSME, shared insights on government schemes, funding, incubation, and MSME opportunities, inspiring students to explore entrepreneurship as a career path.



BEYOND THE CLASSROOM: AN EXPERIENTIAL LEARNING VISIT



The Department of Management Studies (MBA) conducted a Guest Lecture on 30 July 2026, led by Prof. Tarun Malik, for the team at OSSA Architects, Bangalore. The interactive session focused on Emotional Intelligence and Leadership and their practical application in daily personal and professional life.

INVESTOR AWARENESS PROGRAMME: BUILDING FINANCIAL AWARENESS



The Department of Management Studies (MBA) organized an Investor Awareness Programme on 20 July 2026, coordinated by Prof. Nethravathi. Dr. Balusamy, SEBI SMART Trainer, guided students on financial planning, market fundamentals, and different investment options, including equities, mutual funds, bonds, fixed deposits, gold, and government securities. The session encouraged students to develop financial awareness and make informed investment decisions.

PLACEMENT DETAILS



Name: NAGENDRA V

USN: U03CJ23M0159

Dept: BBA

Company Name: Winupskill.

Package: 6LPA



Name: Pushpalatha K S

USN: U03CJ23C0009

Dept. BCOM

Company Name: KPMG

Package: 4LPA

FACULTIES ACHIVEMENT

- **Dr. Suplab Kanti Podder** authored **Performance Management**, a full-length book published nationally by Vision Book House, with ISBN 978-93-7849-092-7.
- **Dr. Shruthi C.** authored **Introduction to Capital Markets** – An Overview, published by Sri Bharani Publication, with ISBN 978-81-688152-4-7.
- **Ms. Lalitha**, Department of B.Com, was invited as an **Expert Speaker at the National-Level FDP on "AI-Assisted Research Writing"**, organized by Heritage Institute of Technology, Kolkata, in collaboration with AMIEE Association and CMAOI Association. She delivered a session on **"Reference Management and Academic Citations Using Mendeley,"** highlighting the effective use of Mendeley for reference organisation and academic citation.

Academic / Research Contribution	Number
Total Research Papers Presented	6
International Conferences/Seminars	6
Journal Publications	10
IEEE Publications	2
Book Chapters Published	5
Faculty Development Programmes Attended	21
NPTEL Certifications / FDPs Completed	6

 EVENTS AND THEIR RELEVANT SUSTAINABLE DEVELOPMENT GOALS (SDGs)  <i>Building a Better Tomorrow Through Education, Innovation, Inclusion and Sustainability</i>					
Sl. No.	Event	Relevant SDG	Sl. No.	Event	Relevant SDG
1	Discipline, Leadership and Service: The NCC Way	 	10	Faculty Workshop on Techniques for Stress Management	 
2	Kargil Vijay Diwas Commemoration		11	Debate Competition on Exam Paper Leaks in the Digital Era	 
3	V BBA Students Win First Prize at IntelliBizAI Conclave 2026	  	12	Nelson Mandela International Day – Speech Programme	  
4	Workshop on HR and Marketing Analytics – Data to Decisions	  	13	From Prompts to Productivity	 
5	Workshop on Fintech and Digital Finance	  	14	Bridge Course	 
6	Entrepreneurial Careers – Architecting the Future	  	15	Workshop on Git & GitHub	  
7	The Best Version of You – Personality Development	  	16	Seminar on Career Prospects in the Financial Industry	 
8	Pathways in Finance: From Investment Banking to Corporate Strategy	 	17	Workshop on Creative Thinking and Problem Solving	 
9	The Architecture of Management: Principles, Dynamics and Leadership	  	18	Beyond the Classroom: Experiential Learning Visit – ELIXIR 2026: AI Forensic Crime Lab	  
SUSTAINABLE DEVELOPMENT GOALS (SDGs)       <i>Together for a Sustainable and Inclusive Future</i>					

NEWSLETTER TEAM



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