

Dayananda Sagar
College Of Engineering



UN-PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION

SHARING INFORMATION ON PROGRESS (SIP)

(REPORT 2017-19)



Dayananda Sagar College of Engineering

(Recognised by All India Council for Technical Education, New Delhi and An Autonomous Institute affiliated to Vishveswaraya Technological University, Belgaum)
(Accredited by National Assessment & Accreditation Council (NAAC) with 'A' grade & ISO 9001 : 2005 Certified)

Ref: No. DSCE/Prin.Off/2018-19

Date: 04-11-2019

PRME Secretariat,

Foundation for the Global Compact,

685, Third Ave, 12th floor,

New York, NY 10017, USA

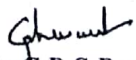
Dear Sir,

Dayananda Sagar College of Engineering is delighted to submit our Sharing Information on Progress Report of 2017-19. We reaffirm our support of the PRME Principles and have been working hard for implementing them in our Institution since becoming a signatory in April 2015. This report represents our progress for calendar years 2017-2018, 2018-2019.

Responsible Management Education is our aim to develop learning environment that will produce ethical leaders, who will continue to support and create positive social environment. Many important actions related to the six principles of PRME have been accomplished these last four years in the field of its curriculum, research and community involvement. Faculty are involved in research projects investigating aspects of CSR in areas such as Human Resource Management, Leadership, Marketing and Finance and they are involved in numerous initiatives in the wider community.

DSCE has initiated and incorporated sustainable management practices as a part of Management Curriculum. Our Management graduates are taking up various social involvement activities like AIM2FLOURISH and other related events regularly.

Fulfilling the PRME mission will always be the work in progress for DSCE. This is our commitment


Dr.C.P.S.Prakash

Principal

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560 078.
Phone : +91 80 26662226 / 26665910 / 26665926 / 42161707 Fax : 080-26660789
Website : www.dayanandasagar.edu

TABLE OF CONTENTS

S NO	CONTENT	PAGE NO
1	Background of Dayananda Sagar College of Engineering	1-3
2	Sharing Information on Progress(SIP) Details	
2.1	Principle 1:Purpose	4-13
2.2	Principle 2:Values	14-16
2.3	Principle 3:Method	17-26
2.4	Principle 4:Research	27-31
2.5	Principle 5:Partnership	32-36
2.6	Principle 6:Dialogue	37-42
	Key Objectives for next 24months	43

Background of Dayananda Sagar College of Engineering

Dayananda Sagar College of Engineering (DSCE), under DSI was started in 1979, is approved by the All India Council of Technical Education (AICTE), Govt. of India and is affiliated to the Visvesvaraya Technological University. It has the widest choice of engineering branches having 16 undergraduate courses and 17 Post Graduate Courses. In addition it has 21 Research Centers in various branches of Engineering. DSCE is committed to imparting the best quality engineering education with highly trained faculty.

Vision

To impart quality technical education with a focus on Research and Innovation emphasizing on Development of Sustainable and Inclusive Technology for the benefit of the society

Mission

- To provide an environment that enhances creativity and Innovation in pursuit of Excellence.
- To nurture teamwork in order to transform individuals as responsible leaders and entrepreneurs.
- To train the students to the changing technical scenario and make them to understand the importance of Sustainable and Inclusive technologies.

Department of Management Studies (DOMS)

The Department of Management Studies was started in the year 2006 under the aegis of DSCE, with affiliation to the Visvesvaraya Technological University (VTU), Belgaavi, Karnataka, India. From 2015 the Department of Management Studies works as an autonomous entity affiliated to VTU.

Department of Management Studies (DOMS), MBA, DSCE is actively involved in the implementation of its flagship MBA programs where students receive training by experienced and qualified faculty in various fields of specialization. The students in addition to acquiring

theoretical and practical knowledge also learn the ethical issues that are relevant for building a sustainable environment.

Our program aims to develop student's ability to apply functional and interdisciplinary knowledge, analytical skills and entrepreneurship qualities. Nurturing student's leadership, communication, individual and group skills relevant in today's global environment are given equal importance

We encourage and motivate our faculty members to pursue research. Researchers here take on real time problems, think innovatively and bring in novel solutions, to advance knowledge and make meaningful contribution to the society

Our Vision

To be a contemporary business school of national repute

Our Mission

M1: To provide quality education within an environment of continuous learning to leverage market opportunities and enhance career

M2: To create an environment that enhances cognitive skills and team work for the holistic development

M3: To inculcate ethics, values and social sensitivity towards sustainable business practices.

M4: To ignite, create and nurture entrepreneurship for the benefit of business and society

In the words of the Head of the Department (HOD), the 'Business schools is a unique center of teaching and learning that focuses on helping you to recognize your potential through an educational experience that is truly transformational.

To do this, we provide cutting edge industry oriented programs, by leveraging our external partnership and alumni community and by giving you the technical and leadership skills to succeed in the current business environment.

Highlights of the MBA Program

This is a two year full time program which was started with dual specialization in core areas like Finance, Marketing, Human Resources Management, Operations, Information Technology, Banking, International Business and Business Analytics

As an Autonomous Department under VTU, the faculty has the freedom to design the curriculum and impart education by providing latest trends that suit the industry. The curriculum is structured in consultation with the industry experts considering the core competencies that need to be nurtured. In addition to a set of core subjects, the students have the freedom to select from a wide choice of electives that are offered.

The main purpose of the Autonomous MBA program is to provide quality management education that would result in the holistic development of the students. This is in line with the clear vision and mission statements that are given above for the Department of providing management education that is relevant to the current business environment, the requirements of the business organizations and the career aspirations of students.

The management education offered has adequate focus on academic component and also on the extracurricular activities. The MBA program which is of 2 year duration is designed to prepare students with top level skills in various disciplines of management.

The program enables the student to specialize in areas such as Finance, Marketing, HR, International Business, Business Analytics, Operations, Banking & Information Technology. These are in keeping with the needs of the business community and the student preferences.

In all of the programs the dimension of sustainability will be covered adequately for students to appreciate its nuances and know how it can be implemented in various fields.

● **Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



The Department aims to provide quality management education that would enhance the capabilities of our students, which would result in their holistic development with awareness of social responsibilities for building a sustainable society

The purpose of management education is to produce responsible leaders. DSCE philosophy is that responsible, ethical leadership in business not only valuable for budding leaders, but also creates a better society for all. DSCE students are taught that to become best in the world requires to being the best for the world. Our programs develop leaders with integrity who seize opportunities and embrace change to the society 100 per cent Placement in reputed organizations is showing the employability success of department of management studies. The management graduates are performing very well in their respective organizations. This represents that department is stepping towards making the responsible leaders for the better world.

Few companies to name from our placement records are Docon Technologies, Godrej & Boyce Mfg. Co. Ltd, Hindustan Uniliver, Bandhan Bank, Kotak Mahindra Life Insurance, KPMG Global Services, Odessa Technologies, Oracle Financial Services, TAO Automation, New Wave Computing, Magnasoft Consulting Pvt Ltd, Oracle India Private Limited, HDFC Sales, JP Morgan Service India Private Ltd.

Our program aims to develop student's ability to apply functional and interdisciplinary knowledge, analytical skills and entrepreneurship qualities. Nurturing student's leadership, communication, individual and group skills relevant in today's global environment are given equal importance. However, of greater importance is their ethical conduct in personal and professional decisions and appreciation of business ethics and social responsibility and environmental concerns in the decision making process

Through many curricular activities, DSCE-DOMS students have the opportunity to learn about business and how to create sustainable value.

AIM2Flourish projects

AIM2Flourish is a global initiative that aims to steer future business leaders towards achieving the UN Sustainable Development Goals (SDGs) and a flourishing world for all. Supported by the AIM2Flourish.com global learning platform, business students around the world are using Appreciative Inquiry (strength-based interviews) and the SDGs as a lens to search out and report on world-changing business innovations

Under AIM2FLOURISH our II Semester MBA students have done the project by selecting the companies, entrepreneurs and the areas which can bring a good change in the environment and this activity has helped the students to learn things from these entrepreneurs and the motto behind their business. They have taken the projects from March to May 2019 as a part of UN-PRME (United Nations Principles for Responsible Management Education) membership and uploaded projects of Indian businesses that have sustainable practices in business.

Among the 17 Sustainable Development Goals (SDGs) of UN students have chosen the company which satisfies most of the goals and the below mentioned is the list of companies:

1. Aquaponics Farming -Bangalore
2. Aries Agro.ltd
3. Biological Research Innovation Centre and Solutions (BRICS)
4. Evlogia Eco Care Private Limited.
5. Farmizen
6. FINDX PRO
7. Gipzonics Techno Labs
8. Huda Agencies
9. Inter Crowt
10. K K Plastic Waste management limited.
11. Kayashastra
12. Made in Earth.
13. Moonwalkr
14. No Hungry Child -Bangalore
15. Quantum Green Bio Gas Company
16. Saahas Zero Waste

17. SELCO Foundation – Bangalore
18. Shubham Karoti Maitreyi Gurukula
19. Hydroponics and Indoor Gardening Bangalore
- 20. Swaccha Ecosolutions Private Limited**
21. Total Kannada -BANGLORE
22. Varnaaz Technologies –Bangalore
23. WizKlub-Bangalore

One of our student's projects "Re-using Plastic to make re-Tiles" has been selected and got published by AIM2Flourish.



Browser tabs: Fwd: AIM2Flourish: Congratulat... Re-Using Plastic to make Re-Tile: X

URL: aim2flourish.com/innovations/re-using-plastic-to-make-re-tiles

SWACHHA

Re-Using Plastic to make Re-Tiles

Swachha Eco Solutions Private Limited

3 GOOD HEALTH

6 CLEAN WATER AND SANITATION

9 INDUSTRY AND INFRASTRUCTURE

Overview

Swachha Eco Solutions' ultimate goal is to gift the coming generations with a zero waste future. They not only collect the plastic waste from in and around Bangalore, but also recycle this plastic waste into useful products like "Re-tile" – a replacement for cement tiles for pavements, water drain pipes and irrigation pipes.

Windows taskbar: Type here to search, 9:43 AM 10/24/2019


Browser tabs: Fwd: AIM2Flourish: Congratulat... Re-Using Plastic to make Re-Tile: X


URL: aim2flourish.com/innovations/re-using-plastic-to-make-re-tiles

Overview


Swachha Eco Solutions' ultimate goal is to gift the coming generations with a zero waste future. They not only collect the plastic waste from in and around Bangalore, but also recycle this plastic waste into useful products like "Re-tile" – a replacement for cement tiles for pavements, water drain pipes and irrigation pipes.

Authors



Shruthi S Murthy



Nikhil Agrawal


School


Dayananda Sagar College
of Engineering,
Department of
Management Studies

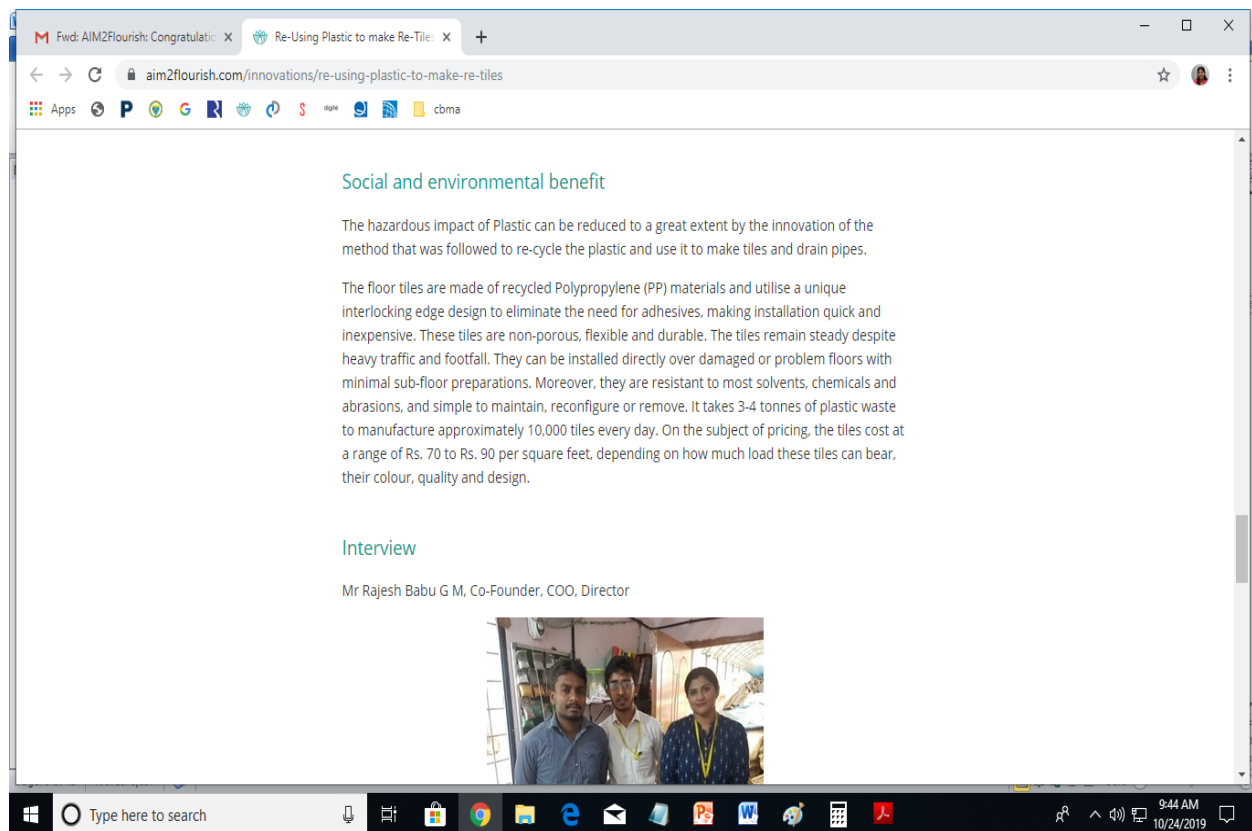
Professors


Hemalatha
K.G


Chakrapani
Gopal


Rahul Kargal

Windows taskbar: Type here to search, 9:44 AM 10/24/2019



Our program also aims to develop student's ability to apply functional and interdisciplinary knowledge, analytical skills and entrepreneurship qualities. Nurturing student's leadership, communication, individual and group skills relevant in today's global environment are given equal importance.

The Entrepreneurship Awareness Camp scheduled on 25th, 26th & 27th Sep 2017 went successfully with 80 participants of Masters of Business Administration-VTU attending the camp



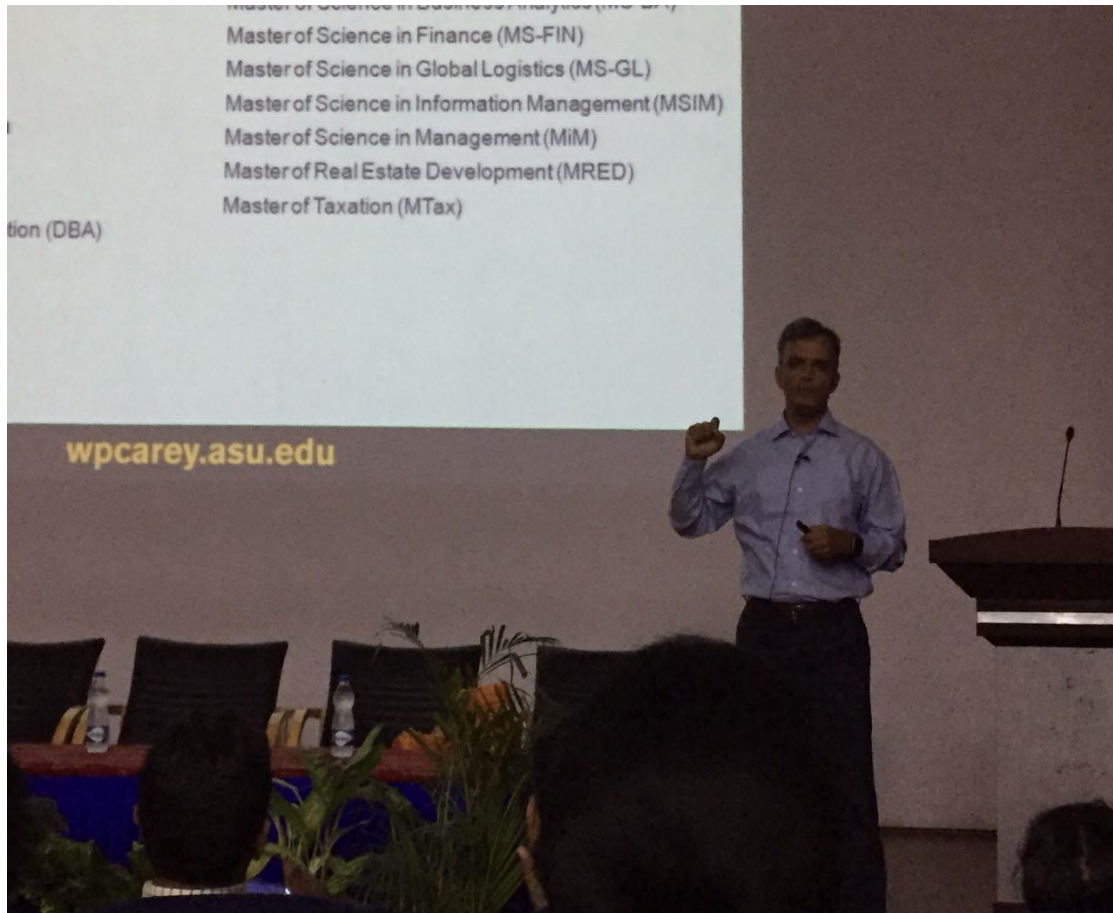
Our students also had an opportunity to attend Training sessions conducted by CIL (Center for Innovative Learning)

CIL Training For 1st and 3rd Semester MBA-DSCE

Particulars	Date	Class	Topic
CIL Training	20-11-2017 22-11-2017	IV A	Team Building and Leadership
CIL Training	22-11-2017 24-11-2017	IV B	Team Building and Leadership
CIL Training	14-10-2017	II A	Employability Skills
CIL Training	15-10-2017	II B	Employability Skills

In developing the capabilities of our students, we had conducted various session related to importance of communication by Mr.Parameshwaran which matches our Program Outcome PO 3: Able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations in developing Business Communication, a session on the scope of Graduate Degree Business Specialization a session from Dr Raghu T Santanam is currently serving as the McCord Endowed Chair of Business, Professor & Chair, Department of Information System, Arizona State University, which meets our program outcome PO 11: Ability to actively involved in and understanding the importance of independent and continuous learning and research which focuses on research& higher education . an interactive session on Fundamentals of Intellectual Property and its role in present day business by Ms. Shilpa Jangam,

Director, Legal & Compliance, Aris Global Pvt Ltd, Bengaluru which is focused on our program outcome PO 6: Ability to keep abreast with the latest developments in the business environment by environmental scanning (Awareness & up to Date).



As per our Program Outcome PO 9: Ability to generate new & innovative ideas, Putting it into practice by knowing the nitty gritty of starting a business which develop the entrepreneurial skill of our students were provided with an opportunity to attend the conclave on the topic on “start up and investor meet conducted by the Indian Chamber of Commerce at The Park, Bangalore. Speakers had an immense knowledge about the pros and cons of the start-ups and gave a good insight about the various ways to have a success at a global level



II Semester students of DOMS had an opportunity to participate in Resume building workshop conducted by our Alumni Mr. Thejasvi V. He is working as a recruiter in Oracle. Speaker stressed on how to prepare for interviews and resume building. He gave information about recruitment process, how placements will go on and how students should be prepared for interviews

Our students were encouraged and guided to participate in various activities and few are listed below with their achievements

P.Praveen and K.Ravindra, I Semester MBA Students have participated in a management fest named KOSHA (B-Quiz) conducted in JSS Academy of Technology on 02-11-2016 to 03-11-2017 and Secured 1st prize

P.Praveen and K.Ravindra, I Semester MBA Students have participated in a management fest named DODGE QUERY (B-Quiz) conducted in Cambridge Institute of Technology on 10-11-2017 and Secured 2nd prize

Pranav 2nd Semester MBA student secured first prize in the Best Manager event at SDM Institute of Technology on 02-03-2018

Poorna Jiddha G , Shweta Bellakki 2nd Semester MBA students secured first prize in the HR event at Nitte Meenakshi Institute of Technology on 09-03-2018

2nd Semester MBA students Rahul BM, Swaroop secured first prize in the Finance event and Pranav secured first prize in the Best Manager event at Cambridge Institute of Technology on 09-03-2018

Thanuja, Vishaka, Shreyas, Siddanth 2nd Semester MBA students secured first prize in the Treasure hunt event at Indus Business Academy on 09-03-2018

Rahul B M, Urvashi R, Sunidhi S, Vrushali P 2nd Semester MBA students secured first prize in the event Best out of waste conducted by NSS wing of DSCE on 12.03.2018

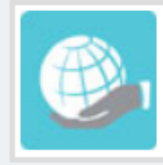
Chaitra M T , Deeksha Pai, J Uday Teja , students of MBA 2nd semester attended CII Industry Next Summit - “The Emerging New Growth Paradigm” on 24 March 2018, at Hotel ITC Gardenia, Bengaluru

Poorna Jidda 2nd Semester MBA student presented research paper on Digitalization: Revolutionizing Educational Trends at National conference conducted by Noble Group of Institution on 28-03-2018

Mr. Niranjana Bhat, Student of 2nd semester MBA, presented a paper titled "Being Digital-The next growth driver for MSMEs" at One Day National Conference at PES Degree College on 07-04-2018



● **Principle 2 | Values:** We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Our Values

Department of Management Studies, MBA, DSCE has incorporated into its academic activities and curricula the values of global social responsibility as portrayed in international initiatives under the United Nations Global Compact.

Ethics and integrity

Ethics and integrity are the aim of DSCE. Graduates of Department of Management Studies are guided by the highest principles of honesty, fairness, transparency, and moral courage.

Advocating Diversity

At the outset the Department of Management Studies, MBA, DSCE provides equal opportunity for students irrespective of gender, class or region. Most MBA programs have a heterogeneous mix of students from varied economic background. DSCE celebrates Ethnic Day to observe the unity amidst diversity. This event has students wearing attire of various regions and bringing in the regional flavor to the campus.

DSCE celebrated Ethnic day on 13th April 2019.



Respect for the World

DSCE's perspective is to emphasis on respect for the world and quest of good environmental and social justice in doing so. During the course of the program they participated in several socially responsible areas that have made an impact on the society.

On January 13, 2018 the students of DSCE DOMS (MBA-VTU) first year, 'A' section realized the true joy of happiness is gotten by giving and sharing happiness with others, and this unforgettable lesson was learnt by students when college provided them with an amazing opportunity to spend an entire day at an orphanage.



DAYANANDA SAGAR COLLEGE OF ENGINEERING
Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru, Karnataka-560078
(Autonomous Institute Affiliated to VTU, Belagavi, Approved by AICTE & ISO 9001:2008 Certified)
(Accredited by National Assessment & Accreditation Council (NAAC) with 'A' Grade)

DEPARTMENT OF MANAGEMENT STUDIES
Abraham Maslow Club's
Organised

A Day With The Children

13 JANUARY, 2018



Our DOMS students conducted World Water Day campaign 22nd March 2018 and this was a student engagement initiative to work with social media to create a video that put forth the message of saving water. A student team interviewed citizens, produced a video to create the awareness of water conservation and published the same on the social media handles of the department. An exposure to creating a theme-based video campaign

● **Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



DSCE updates its pedagogy regularly as per the market's demand. Department is updating its syllabus frequently as recommended by Board of Studies (BOS). The Academicians from Premier Business Schools, Industry experts and DSCE Alumni constitutes out Board of studies. BOS work upon industry's requirements and how to inculcate required things in the curriculum and make students ready for corporate.

Teaching-Learning Process

The Department of Management Studies, MBA, DSCE creates educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership. These include the pedagogy adopted in the Teaching –Learning Process. In addition to the regular class room lecturers , there are case discussions, class room discussions on specific issues in groups , review of specific topic considered important, field work for short duration projects, meeting corporate experts, talk by Corporate representatives on specific issues and others. The emphasis is on learning through multiple learning tools. All students are required to complete successfully a set of core subjects. On completion of these they opt for specialization courses. The teaching- learning process includes regular lecturers, class participation, and group discussion, problem solving exercises and students' presentations. In addition there are external subject specific resource persons who are invited to handle topics or certain modules. Through this interface, the students are exposed to the industry developments. In addition students also undertake short duration projects with companies on specific topics. Industry visits are also organized to give greater exposure on the practical aspects. It also facilitates them to know how theory finds application in industry.

The evaluation pattern includes continuous assessment throughout the semester. A component of this assessment is AAT (Autonomous Assessment Tool). This includes Quiz, mini project, E-course certification, group discussion, role play, and technical quiz; paper presentation, paper

publications, Hackathon, Demonstration, analysis etc. Through this process the student evaluation is more objective. A recent thrust made by the department is in the area of offering Certification courses. Currently these are offered in three areas namely IFRS, Business Analytics and Digital Marketing. These are designed to impart skills that improve their employability in business given the demands of a changing workplace.

The eligibility criteria for this Certification Program are students pursuing their undergraduate program in any discipline.

Proctor System

In addition there is the system of Proctoring. Proctor is a Faculty advisor and students are allocated to them. He/ She advise the student on academic performance and aspects related to career till such time the students is in the college.

Faculty Motivation

Faculty members are also encouraged to attend conferences, workshops and present papers. This has enabled improvement in the class room learning for the students.

Dr. K G Hemalatha, HOD and Professor, DOMS-DSCE has been part of the University Relations Empowered Educators program during Dec 2017 at Deloitte. The sessions were highly interactive and have helped to identify the path to adapt, innovate, and evolve together towards building world-class institutions. The sessions on the science of behavioral change, business chemistry, the breakthroughs, and visualization took to meaningful insights on how to address the needs of the workforce of the future.



Faculty Presentation on the Syllabus Framework

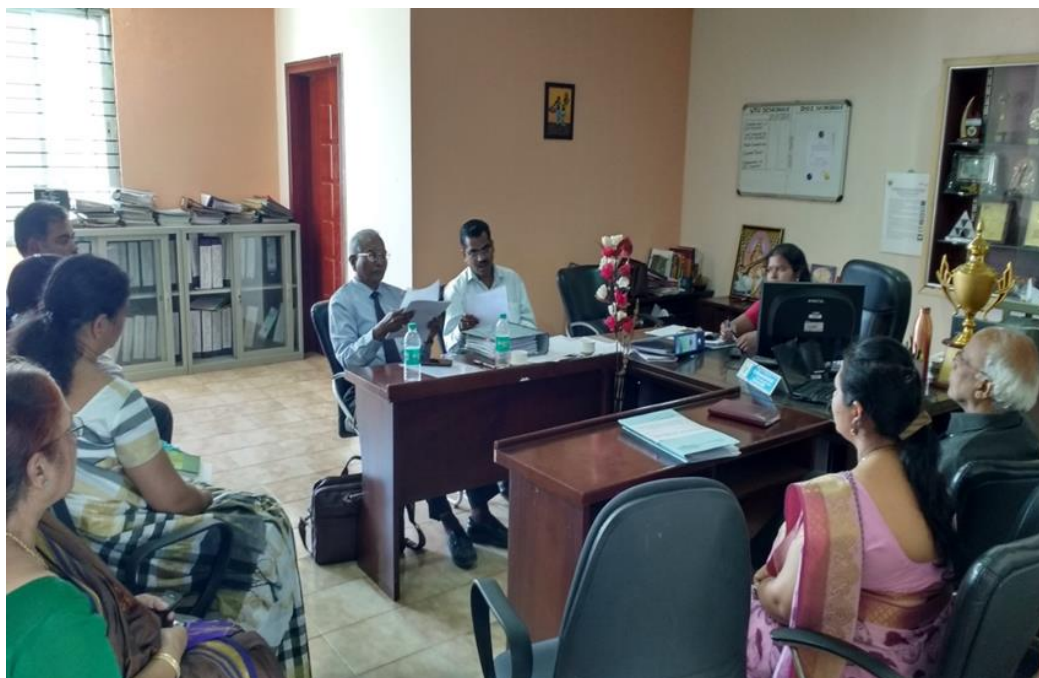
A continuous effort is made to develop the syllabus content which is again made contemporary. The syllabus content is upgraded to be on par with International standards and is aligned to industry requirements. It is the belief that these changes would give the required training and inputs to students such that they are able to effectively work in a rapidly changing and integrating business environment.

The Pedagogy review by faculty members has happened in sept 2017.



We had Quality control audit of autonomous examination system on Feb 2018 and the following aspects were highlighted and discussed

1. Lesson plan and Lesson details.
2. CO-PO mapping of each course.
3. Credit allotted among the various courses.
4. Paper setting and Scheme of evaluation.
5. Specializations offered and the various courses offered within each specialization.
6. Student related extracurricular activities conducted.
7. Documents maintained by each faculty with respect to their courses.



Board of Studies meeting was held on March 2019 to Review the scheme and syllabus of MBA Autonomous.



Updation of MBA Curriculum based on Sustainable Practices

We had updated our Curriculum for the academic year 2019-21 based on the following sustainable practices:

1. Social sensitivity & importance, Ethical practices in the Management & also Sustainability in decision making in the course “Principles of Management”

2.Environmental Accounting, Carbon Credits, Management of Ethics, CSR, Sustainable business Practices like Green Recruitment, Green Leadership, Green Training and Development, learning of AI related recruitment practices under HR specialization, Green accounting, Rural Finance under Finance specialization and Green SCM and AI related aspects in Operations specialization in all important courses of management.

Certification Programs

These are short duration programs offered to students from various disciplines from within the Institution or from other Institutions. The objective of this is to enhance the employability levels of the students. 40 Students of 3rd semester MBA have undergone online course on International Business at Coursera.

MBA Students Learning of Best Practices

Our department’s first Knowledge Series started off on 3rd March, 2018 with much zeal and enthusiasm The Knowledge Series concept was developed with the main aim of benefitting the students by imparting some of the much-needed knowledge that they might need in terms of job searching, job profile building, and career growth and entrepreneur skills

Second Knowledge series was held on 24-03-18 to provide an idea about the online courses. In today's competitive world, it is essential to be updated with in-depth knowledge in the area in which one is interested. It serves as an added advantage to the resume during placements. The session was about online course



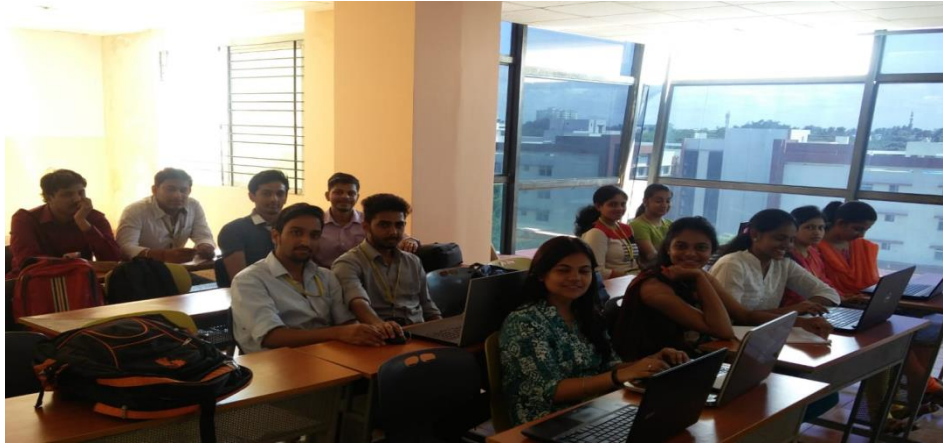
The session was held on March 24, 2018 conducted by Thejasvi V (Student Executive, DOMS-DSCE). Intention of the session was to help the students with what specialization to be selected Holland Code (career assessment test) is an amazing tool, which helps the students to assess and chose the specialization based on their interests



Mr. Chandar Natarajan, an Executive Coach, Mentor, Gallup Certified Strengths Coach undertook 'Leadership & Team Building Training' for the students of Department of Management Studies, DSCE. In the session, Mr. Chandar focused on storytelling, explaining that storytelling was the key to effective communication in the corporate world and a necessity skill to be possessed by all leaders.

Students are also exposed to Practical aspects of Business by participating in Workshops which are held by industry experts from time to time.

The workshop was conducted by Dr. Deepak R, Associate Professor, DOMS-DSCE. During May 2018. He started the workshop explaining how PERT and CPM will help in project management and the tools used to construct it.



Ms. Tavni Agarwal, owner of The Virgo Painter, Student of Computer Science Engineering, DSCE conducted Adobe Illustrator CC workshop which was held for two days. Basic Adobe Illustrator was on 09/05/2019, which was introduction to Adobe Illustrator. Students had hands on experience on Adobe Illustrator software, starting with giving a small introduction on the Adobe Illustrator software, which included document, artboard, navigation and interface.

Department of Management Studies conducted one-day MDP on "Tableau- Simplifying Visualization" on April 13th, 2019. The MDP was conducted to provide an overview of TABLEAU which is a dynamic data visualization tool which provides a unique visual analytics by simplifying the huge complex data into the readable & understandable format. Tableau makes data visualization, data analytics, and reporting as easy as dragging and dropping. The resource person for the technical session was Mr. Vidya Sagar Reddy, HCL Technologies.

Our DOMS students are taken to Industrial Visits just to get practical exposure about the management practices, method of production, quality concepts, their Marketing methods etc. Our students visited a recycling industry in Peenya called 4R Recycling Pvt Ltd during March 2018.



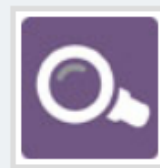
Our 2nd semester students visited Karnataka Soap Factory (Mysore Sandal It is the only unit in Asia registered under the Government of India to manufacture over 26,000 tons of sandalwood soaps every year with authentic sandalwood oil extracted from the sandalwood plantations in southern India.

MBA Students Participated in E-Summit 2019

MBA Students participated in E-summit 2019 a 2-day mega event which was conducted by Dayananda Sagar College of Engineering on 11th & 12th March to 'Nurture Entrepreneurship' right from Ideation to build business plan/model



❶ **Principle 4 | Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



DSCE faculty and students were involved in path-breaking research activities. DSCE follows the key ethical principles that should underlie the research endeavor. Researchers here take on real time problems, think innovatively and bring in novel solutions, to advance knowledge and make meaningful contribution to the society.

Student Research

The Department of Management Studies, MBA,DSCE encourages and engage the students in conceptual and empirical research that advances our students' in understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value. As part of the Academic requirement students are required to work on projects which include two components viz:

- a) Organization Study
- b) Project Internship

In both the projects, students work with specific organizations on a topic that is of mutual interest. The process involves detailed research on previous literature related to the topic, secondary data research, identifying a problem , developing a testing instrument like a questionnaire, administering them on a sample , collating the data and analyzing them based on the study objectives and presenting the finding to an expert committee . Through this learning process, students understand the application of the class room teaching in a business setup and learn to appreciate the complexity of business. Many of them are able to get the pre-placement opportunities from the same organization where they have done their internship.

Research Scholars

DSCE has 21 Research Centers in different branches of Engineering catering to research scholars for obtaining PhD under VTU. The Department of Management Studies has **10** Research Scholars who are pursuing their doctoral research work under the guidance of the faculty. Our Faculty achievements in terms of contributing to various research activities are as follows.

Dr. Deepak R, Research paper entitled “Deciphering Investment Habits Using Association Rules” was awarded the BEST RESEARCH PAPER AWARD in the area of Finance at the International conference on Management 4.0, organized by Krupanidhi School of Management, Bangalore on 12th October, 2018

Dr. Deepak R, Research paper entitled “Investigation and Assessment of Investment Habits of Employed Women among conventional and non-conventional avenues: An Exploratory Study” was awarded the BEST RESEARCH PAPER AWARD at the 6th National Conference on Emerging Trends in Engineering, Research and Management, organized by GM Institute of Technology (GMIT), Davangere on 26th-27th October, 2018.

Mrs. Roopa U & Mrs. Ramya H.P participated in the three days FDP from Department of management studies, DSCE organized by DSATM on the topic “Research Methods and Data Analysis using IBM-SPSS and AMOS” between 14th and 16th November 2018.

Ramya.H.P, Published a research paper in the UGC approved International Journal of Advance and Innovative Research, titled “VIRTUAL CURRENCY & ITS CHALLENGES”, Volume 5, and Issue 4 (XV): October – December 2018. ISSN 2394 – 7780. Impact Factor: 7.12.

Dr. Chakrapani Gopal, Assistant Professor, was invited for a panel discussion at Global Institute of Business Studies, Bangalore on Friday, April 26, 2019 on the topic “Emerging Trends in Marketing”.

Dr. Lakshmi Jagannathan Represented India as a delegate to “Women Entrepreneurship Quest” program sponsored by Department of Science & Technology (DST), Government of India at Silicon Valley on May 7th to 11th, 2019.

Dr. K G Hemalatha, Professor & HOD, Dr. Deepak R, Associate Professor visited MAHE, to understand the best practices of the two institutes Manipal Institute of Management & TAPMI , Manipal from 27th to 31st 2019.

Dr. K G Hemalatha, Professor & HOD, Dr. Deepak R, Associate Professor have participated in five days hands on training on SPSS & AMOS at MAHE, Manipal from 27th to 31st 2019

Dr.R.Sethumadhavan, Assistant Professor of Department of Management Studies, DSCE attended the FDP on HR analytics at Global Academy of Technology, Bangalore from 11/7/2019 to 13/7/2019.

Dr.R. Sethumadhavan, Assistant Professor of Department of Management Studies completed the online certification courses: Guerrilla Hiring, completed on July 27th, 2019 and HR Analytics, completed on July 27th, 2019 Conducted by Udemy.

Dr.K G Hemalatha, Professor and HOD, Department of Management studies completed the following online certification courses:

1. Statistics 101 (ST0101EN), completed on July 14th, 2019 conducted by cognitive class.ai, An IBM initiative.
2. Introduction to R (R 101- RP0101EN), completed on July 17th, 2019 conducted by cognitive class.ai, An IBM initiative.
3. Python 101 for Data Science (PY0101EN), completed on July 28th, 2019, conducted by cognitive class.ai, An IBM initiative.

Dr. Deepak R, Associate Professor, Department of Management studies completed the following online certification courses:

- 1.Python 101 for Data Science (PY0101EN), completed on July 30th, 2019 conducted by cognitive class.ai, An IBM initiative.
- 2.Introduction to R (R 101- RP0101EN), completed on June 29th, 2019 conducted by cognitive class.ai, An IBM initiative.
- 3.Introduction to Python, completed on June 25, 2019 conducted by Data camp (Accomplishment #9914471)

Ms. Ramya H P, Assistant Professor, Department of Management studies completed the following online certification courses:

1. Statistics 101 (ST0101EN), completed on July 29th, 2019 conducted by cognitive class.ai, An IBM initiative.
2. Introduction to Data science (DS0101EN), completed on August 6th, 2019 conducted by cognitive class.ai, An IBM initiative.
3. Accounting course completed on August 16th, 2019 conducted by Wallstreetmojo.
4. Excel with Look up function online course completed on July 30th, 2019 conducted by Udemy

Our Faculty members shows keen interest in organizing and participating in various conclave,national and international conferences and workshops.they aslo organize workshops, conferences and FDP in gaining and exchanging the knowledge and ideas which are relevant to the context.

Dr. K G Hemalatha, HOD and Professor, DOMS-DSCE has attended the magnificent NHRD HR Showcase-2017 on 2nd December at Manpho Convention Centre, Nagavara, a show of best practices and innovations. Innovations and best practices in HR being showcased by over 40 organisations, plus numerous knowledge sessions, panel discussions and a wonderful set of Offbeat talks and conversations



Dr. K.G.Hemalatha, Professor & HOD, MBA, DSCE & Dr. Deepak, Associate Professor attended Annual MSME conclave 2018 Conducted by CII with the theme “MSME- An Engine for Growth of Indian Economy” on 07 February 2018.

DSCE Conducted two days FDP on the topic Research Methodology on 18/11/2017 & 19/11/2017 and the three faculties’ – Mrs. Roopa U, Mrs. Ramya .H.P & Mr. Ganesha K S from Department of Management studies participated in the programme

Department of Management Studies conducted 3-days MDP on "Business Analytics using R-programming". The MDP was the first of the three series conducted from 28th to 30th March, 2019 to provide an overview of the Business Analytics Domain for Industry representatives, Faculty and Research Scholars and provided a hands-on overview of Descriptive Analytics using R-programming and Microsoft Excel.



❶ **Principle 5 | Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Department ensures the Industry Experts participation in teaching learning methodology. Every semester DOMS invites experts for talk, conducts workshops, seminars, conferences and panel discussion. DSCE has association with various professional bodies like, National human resource development (NHRD), Confederation on Indian Industry (CII), Centre for Education Growth and Research (CEGR), and The Analytics Society of India (ASI). Along with these association, department is in the process of MOU with few more corporates

Advisory Council/ Board of Studies

The Board of Studies and the Advisory Council overseas the various academic activities and give an in principle clearance for conducting the same. They are guided by the overall objectives of the Department and also of the Institution. They ensure that the programs are aligned with industry requirements and are on par with competition. Board of studies (BOS) is consists of business leaders from primer business schools of India, Industry Experts and Alumni of DSCE.

Industry Academia Partnership

The Department of Management Studies, MBA, DSCE interacts with managers of business corporations to share their knowledge of their challenges they face in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

The Department of Management Studies emphasizes on extracurricular activities. Future leaders have to play multiples roles in the corporates. Hence, department of management studies make their high achievers to excel not only in academics and in other walks of life too. In continuation,

Department of Management studies have conducted various workshops, seminar, conference, guest lectures, presentations and other trainings in numerous domains.

Dayananda Sagar College of Engineering (DSCE) conducted “Engineering Conclave” on 20th January 2018 at DSI campus, Kumaraswamy Layout. “Engineering Conclave”- an academic industry interface organized by DSCE was very much helpful to identify the requirements of the industry and update the curriculum. The Conclave covered all the departments with six panels contributed different value added suggestions. It also paved a way for exchanging of knowledge and sharing of ideas in order to enhance the value of courses and to build a strong relationship between industry and academia.

Dr. K G Hemalatha, HOD and Professor, DOMS-DSCE has attended the magnificent NHRD HR Showcase-2017 on 2nd December at Manpho Convention Centre, Nagavara, a show of best practices and innovations. Innovations and best practices in HR being showcased by over 40 organisations, plus numerous knowledge sessions, panel discussions and a wonderful set of Offbeat talks and conversations.

ICC’s Women’s Conclave 2018 on the topic “Empowering Women for Inclusive Growth” was concentrated on women care and welfare which was moderated by Mr. S V Nathan, Chief Talent Officer- Deloitte India and on the panel was our very own HOD, Dr. K G Hemalatha along with Ms. Shruthi Ravi, Founder- Teal Door Café, Dr Premalatha Subhash, Founder & CEO- Sanjeevini Hospital and Mr. Rajiv Vasudevan, Managing Director & CEO, AyurVAID Hospitals



Business Analytics Conclave

Business Analytics is a dominant field in the emerging technological era. In the dynamic and fast-paced technological revolution, that is taking place in the current world. Need drives invention and discovery, which in turn drives civilization and civilization in turn, ensure stability. Department of Management Studies (VTU), DSCE having witnessed the hidden potential and opportunities present in the field of Business Analytics, organized the Business Analytics Conclave 2018 from 19th April, 2018 – 21st April, 2018 with the main aim to make its students and everyone else more aware of analytics, its relevant scope and future opportunities in store for them. The conclave conducted with the aim to provide a platform for students to interact with prominent industrial experts of Business Analytics who shared their experiences and current trends in their respective domains.



**Dayananda Sagar
College of Engineering
Department of
Management Studies**

BUSINESS ANALYTICS CONCLAVE

19th - 21st April, 2018

 Dr. Ramasu Head-AI, Cartesian Consulting	 Dr. Guruprasad A S Engineering Architect, Bosch.	 Dr. Ashutosh Misra Director, Advanced Analytics and Big Data, Philips Lighting.
 Dr. M.H.Bala Subrahmanya Professor, IISc, Bengaluru.	 Dr. U Dinesh Kumar Professor, IIM B.	 Mr. Arun Prabhu Founder-CEO, valuvox.
 Mr. Jigar Halani Senior Manager – Solution Architect, NVIDIA.	 Mr. MohanaKrishnan P Director, NASSCOM – BPM Council.	 Mr. Dipanjan Deb Analytic Manager (AVP) at Wells Fargo Bank, Wells Fargo.
 Mr. Manoj Kumar Head of HR Analytics – Centre for Excellence, HSBC.	 Mr. Ravishankar Panchanathan AVP and Strategic Practice Head (Analytics), Infosys BPO	 Mr. Suresh Rengarajan Head-Business Analytics, Titan Company Limited
 Ms. Saraswathi Ramachandra Head – Personal Banking, IT and Analytics, DanskeIT	 Mr. Rupesh Khare Head – Data Analytics, ABB India	 Mr. Sameer Dhanrajani CSO, Fractal Analytics
 Mr. Srinivas Pradeep Lead Data Scientist, Daimler Trucks, North America	 Mr. Sunil Subbramaniya Head – HR, Borderless Access	 Mr. Viswanath Subramaniam Director and Enterprise Domain Head, Happiest Minds Technologies

PARTNERS


DERBI
ECO SYSTEM PARTNER


LUANI
WEB DEVELOPMENT & DESIGN PARTNER


TREEBO
HOSPITALITY PARTNER


NEWS ONE
MEDIA PARTNER

Trade finance has been a key catalyst of the expansion of international trade in the past century, and bank-intermediated transactions now represent more than a third of world trade, equal to trillions of dollars each year.

Marketing Summit 2019

Department of Management studies conducted, Future M-2019, Marketing Summit on 5th April 2019 at P.C Sagar Auditorium. The theme of the Summit was “The trends of marketing in the digital Age”. Future-M was conducted with the motive of educating and training the managers of tomorrow. Management and engineering students attended this summit have met Marketing Managers, Thought Leaders and Industry Experts. In addition to absorbing details about technology aided marketing, attendees trained via a “hands-on” workshop in Digital Marketing from an industry practitioner. The key note speech was delivered by various prominent industry experts.

Mr. Ashok Lalla, Independent Digital Business Advisor.

Mr. Lakshmnipathy Bhat, VP Marketing Communications, Robosoft Technologies.

Mr. Avinash Damle, Former VP-Business Development, GTSoft Technology Pvt Ltd.

Dr. Indraneel Ganguly, Co-Founder & Principal Consultant, Pragmatica Consultants

Ms. Sowjanya Shetty, Director – Business Development, Microsoft



NASSCOM CoE – Data Science & Artificial Intelligence conducted a Workshop to launch its Faculty Development Program during May 2019. This Program was aim to equip Computer Science and Engineering Faculty with the latest tools and techniques in the areas of Artificial Intelligence and Machine Learning. The National Association of Software and Services Companies (NASSCOM) launched the ‘AI Foundation for Faculty Development’ program through its Centre of Excellence for Data Science & Artificial Intelligence (COE DS&AI) and Future Skills platform.



❶ **Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



The Department of Management Studies, DSCE always enables and supports dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups & stakeholders on various issues related to global social responsibility and sustainability. Department has given a platform to students, educators and industry experts to find out the challenges & opportunities in providing Responsible management education Dayananda Sagar College of Engineering hosted its annual alumni meet “DSCE MEGA ALUMNI MEET-2017” on 25th December, 2017 at the institute’s Dr. D.Premachandra Sagar Auditorium The annual meet ensures to build the alumni community into a stronger movement every year. With the motto “Connect, Create and Communicate”, the Annual Meet emphasized on creating a bond between the passed out graduates, existing students, faculty and the staff Dr. K.G.Hemalatha, Professor, and HOD, Welcome the parents and faculty members to the meeting. There were 15 parents present in the meeting and explained the rules and regulations of the college and department which should be followed by the students such as attendance, dress code , usage of mobile phone etc. she also explained the importance of teaching life skills and value added courses to the students

Dr. K.G.Hemalatha, Professor & HOD, MBA, DSCE attended Post Budget Analysis, 2018 conducted by CII along with the knowledge partner BDO India LLP at Hotel Taj West end, Bengaluru. Sessions were handled well and the budget was comprehensively analyzed by economist and experts from different industry backgrounds. There were appreciations about Indian budget on boost towards Agri, Rural, elderly care, MSME, Infrastructure, Health Care sectors



The alumni interaction began with DOMS 2014-16 batch alumni. They addressed the 2nd semester students, explained about the internship opportunities, importance of business analytics in the market, suggested the combination of specialization to choose in the third semester, and clarified the doubts and confusions of present students regarding placement.



First year MBA students of Dayananda Sagar College of Engineering, Department of management studies were provided with an opportunity to interact with the resource person Dr. Subhash Sharma in Harmonic Globalization and its challenges for managers and leaders

First year MBA students of Dayananda Sagar College of Engineering, Department of management studies were provided with an opportunity to interact with the HR personnel's for management studies Ms. Prerana and Mr. Chirag from Accenture India

Department of Management studies conducted one-day MDP on "Tableau- Simplifying Visualization" on April 13th, 2019(Saturday). The MDP was conducted to provide an overview of TABLEAU which is a dynamic data visualization tool which provides a unique visual analytics by simplifying the huge complex data into the readable & understandable format. Tableau makes data visualization, data analytics, and reporting as easy as dragging and dropping. The resource person for the technical session was Mr. Vidya Sagar Reddy, HCL Technologies

DAC-Meet up

Digital Analytics Community (DAC) is a community of professionals working in the area of digital analytics. The DAC Core Team helps this community to stay connected and keep themselves abreast of the developments in this field. Our faculty members Dr. KG Hemalatha, Dr. Deepak, Ms. Ramya, Ms. Roopa, Mr. Rahul Kargal attended this meet-up



An interaction with MR.K.JAIRAJ, IAS (RETD), Advisor-DSCE has happened during Feb to Review the overall performance of MBA Autonomous, DSCE & Strategy for scaling UP .

Mr. Jairaj.K appreciated the suggestions and the efforts undertaken by the department. He expressed to enrol the department with major industry bodies such as FKCCI and BCIC and this would help to get consultancy projects and suggested to have strong alumni & industry network. With respect to the suggestions on having Foreign university tie-ups, Mr. Jairaj suggested to have further interactions with Dr. R Janardhan, Pro Vice Chancellor, DSU

SDMIMD in collaboration with EFMD organized a One-day program IMPACT 2019 during April 2019 on the theme 'Measuring the Impact of Business School Education in the 21st century for Excellence in Quality' on Wednesday, April 17, 2019, at Bengaluru. The event brought together a number of leaders from various B-schools.

Mr Bhaskar Bhat, CEO, Tata Vistara – Singapore Airlines, discussed several important issues in conversation with Mr Nishith Jain on the topic 'How can BS collaborate with corporate to enhance the Impact? Focusing on management education and corporate connect



Global Innovation Conclave 2019

Dr. K.G. Hemalatha, Professor & HOD, MBA, DSCE attended Wiley Global Innovation Conclave 2019 (WGIC) in ITC Gardenia ,Bengaluru, India with a focus on bridging the skills gap and improving job readiness, this event fostered thoughtful conversation around the role innovation plays in the future of learning, research, and work. The event was held at the ITC Gardenia in Bengaluru and featured a series of InnovationNXT talks by stalwarts including Prof.

C.N.R. Rao, Bharat Ratna Awardee and Honorary President of Jawaharlal Nehru Centre for Advanced Scientific Research; Gopichand Katragadda, Ex-Chief Technology Officer at Tata Sons and CEO, Myelin Foundry; Sriram Rajagopal, CEO and Founder, Diamond pick; Mohan Krishnaraj, VP and Global Head, User Experience, Harman International; Jo Vempati and Ramakant Vempati, Co-Founders, Wysa; as well as Wiley representatives, including Peter Wiley, Chairman Emeritus

An Alumni Talk was arranged during Nov 2018 and the alumni Mr. Sai Prasanna, Marketing project owner, Maersk, student of the first batch (2006-2008) of MBA department stressed on listening to podcasts, audio books etc. to enhance our knowledge as well as it helps in our listening skills. He suggested us read books about the Donald Trump, depicting his journey from a business tycoon to a president of a nation



Debate competition was held on the topic “Eradicate Corruption- Build a New India” by Geological Survey of India to support our Government initiative and celebrating Vigilance Awareness Week from 29th Oct to 3rd Nov 2018 in association with Department of Management studies Dayananda Sagar College of Engineering Bangalore.



Key Objectives for the Next 24 Months

In two years' time, DSCE's strategic plan is to promote sustainability and to explore more options, where appropriate, set targets for sustainability measures in its operations, educational offerings and dialogue with the international community.

Highlights from Planning for next 24 months

- Encouraging students to undertake various development projects focusing the 17 SDG's
- Student engagement in community development program will be the part of the curriculum.
- To familiarize students with various real-time projects to solve business problems
- Learning of Management Principles through Indian Ethos. It will be added to our curriculum for better understanding of governing system and process
- Ethical component will be more focused in the curriculum
- Seminar on sustainability and social responsiveness will be more focused in the coming semesters.