

ALMASPHERE SCMS

MILESTONES & INSPIRATION

ALUMNI NEWSLETTER 2025

**Dear Alumni,**

Greetings from School of Commerce & Management Studies-PG, DSU. It gives us immense pleasure to reconnect with you through this annual edition of our Alumni Newsletter. As we reflect on another year of growth, innovation, and learning, we are reminded of the invaluable role our alumni community plays in shaping the legacy of our institution. Your achievements across diverse industries continue to inspire our students and faculty alike, reinforcing the values of excellence, leadership, and integrity that define our B-School.

This newsletter is a celebration of your success stories, campus developments, and collaborative initiatives that strengthen our bond. We invite you to stay engaged—share your milestones, mentor our students, and join us in upcoming events as we continue to build a dynamic and global alumni network.

**Warm regards,
Alumni Committee
MBA Program - SCMS, DSU**



School of Commerce & Management Studies

ALMASPHERE SCMS

MILESTONES & INSPIRATION

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DEAN'S MESSAGE

CAPT. A. NAGARAJ SUBBARAO, PHD

Greetings! Esteemed Readers,

Dear Alumni,

It is with great pride and joy that I extend warm greetings to all members of our distinguished alumni community. Each year, as we look back on our journey, we recognize that the true strength of School of Commerce & Management Studies-PG, DSU lies not only within our classrooms but in the remarkable achievements of our graduates across the globe.

**“ONLY THREE THINGS
HAPPEN NATURALLY IN
ORGANIZATIONS: FRICTION,
CONFUSION AND
UNDERPERFORMANCE.
EVERYTHING ELSE REQUIRES
LEADERSHIP.”**

PETER DRUCKER

Your leadership, innovation, and commitment to excellence continue to inspire our faculty and students alike.

At School of Commerce & Management Studies-PG, DSU., we remain steadfast in our mission to nurture future-ready business leaders who embody the same spirit of curiosity and purpose that you exemplify. I encourage you to stay connected, share your experiences, and actively engage in mentoring and collaborative opportunities that enrich our shared legacy.

With heartfelt appreciation for your continued support and pride in your success.

**With warm regards,
Capt. A. Nagaraj Subbarao
Dean- SCMS**



DSU VISION & MISSION

Vision: To be a centre of excellence in education, research & training, innovation & entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

Mission: To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.



DSU VALUES

THE PURSUIT OF EXCELLENCE

A COMMITMENT TO STRIVE CONTINUOUSLY TO IMPROVE OURSELVES AND OUR SYSTEMS WITH THE AIM OF BECOMING THE BEST IN OUR FIELD.

FAIRNESS

A COMMITMENT TO OBJECTIVITY AND IMPARTIALITY, TO EARN THE TRUST AND RESPECT OF SOCIETY.

LEADERSHIP

A COMMITMENT TO LEAD RESPONSIVELY AND CREATIVELY IN EDUCATIONAL AND RESEARCH PROCESSES.

INTEGRITY AND TRANSPARENCY

A COMMITMENT TO BE ETHICAL, SINCERE AND TRANSPARENT IN ALL ACTIVITIES AND TO TREAT ALL INDIVIDUALS WITH DIGNITY AND RESPECT.

SCMS VISION & MISSION

Vision: What future we want to create?

To be known as the best B-School for aspiring management leaders in the country with industry focused curriculum and practice.

SCMS 6 PILLARS

LEADERSHIP
ENTREPRENEURSHIP
CREATIVITY
PROBLEM SOLVING
TECHNOLOGY
SUSTAINABILITY

The School of Commerce & Management Studies has **Seven Centres for Proficiency Enhancement** that support the foundational pillars of the school in driving student interest and learning.

The objectives of the COPE are to drive student experiential learning and managed by faculty with deep subject matter expertise.

Mission: Why we exist?

To create value for students, business and society by providing intellectual leadership, advancing the science and practice of management, and developing confident leaders to be the agents of change in a world driven by data, technology and innovation

CENTRE OF PROFICIENCY ENHANCEMENT

1. BUSINESS ANALYTICS - DR. CHINMOY KUMAR
2. SUPPLY CHAIN - PROF. MURALIDHARA G V
3. COMMUNICATION - CDR. HIMANSHU JOSHI
4. HR | LEADERSHIP - DR. SILKY SHARMA
5. DIGITAL TRANSFORMATION AND TECHNOLOGY - PROF. MOHAN SRINIVASAN
6. ENTREPRENEURSHIP - PROF. JITENDRANATH PATRI
7. SUSTAINABILITY - DR. SOMNATH DEBNATH

ALUMNI PANEL DISCUSSION ENLIGHTENS MBA STUDENTS AT SCMS-PG DAYANANDA SAGAR UNIVERSITY, BENGALURU



The School of Commerce and Management Studies (PG), Dayananda Sagar University (DSU), organized an insightful Alumni Panel Discussion for MBA 2025–2027 students on 27th September 2025. The session aimed to bridge academic learning with real-world corporate exposure. As per Dean- SCMS, Prof. Capt. Nagaraj Subbarao, PhD, alumni interactions are crucial for new MBA students as they offer invaluable mentorship, career guidance, access to professional networks, and insights into industry trends and the specific program.

The discussion was moderated by Mr. P.N. Jairam, renowned Management Consultant, who guided the engaging conversation among panelists and students. The alumni panel featured Ms. Utpreksha Giri, Assistant System Analyst at TCS, and Ms. Nisarga R, Project Management Consultant at KPMG Global Services. Both alumni shared their professional journeys, emphasizing workplace adaptability, networking strategies, and the importance of continuous learning in shaping successful careers.

The event was coordinated by Dr. Silky Sharma, Alumni Coordinator (SCMS-PG). It witnessed active participation from MBA students and faculty members. Senior Professor Dr. Sai Ganesh felicitated both the alumni members with SCMS Gift hampers as a token of gratitude and shared that the panel discussion served as a valuable platform for students to gain industry insights directly from DSU alumni, reinforcing the university's commitment to experiential learning and alumni engagement in nurturing future business leaders.

ALUMNI EXPERIENCE SHARING DURING MDP ON WOMEN LEADERSHIP AT SCMS-PG



Dayananda Sagar University proudly hosted the Management Development Program (MDP) on Women Leadership on 27th September 2025, at Block A, DSU Campus. Dean-SCMS PG Prof. Capt. Nagaraj Subbarao, PhD, shared that the day-long program brought together aspiring and established women leaders from diverse professional backgrounds to strengthen their leadership capabilities. Experts, including Dr. Sheelan Misra, Prof. Golda El Khoury, and Dr. Pavithra S, delivered impactful sessions through interactive workshops, real-life case studies, and networking activities.

The program focused on Leading Self and Leading others, building confidence, executive presence, emotional intelligence, and effective communication, and fostering inclusive leadership. Alumni Ms. Kousalya R shared her experience, life journey, success and lessons for leadership. The program witnessed enthusiastic participation from alumni members, mid-to-senior Work professionals, and young professionals, all committed to shaping inclusive and innovative workplaces and had a great impact and the MDP was very successful.

A SESSION ON TOPIC "GEN AI AND EMERGING TRENDS" BY INDUSTRY EXPERT (SCMS- ALUMNI)



SCHOOL OF
COMMERCE & MANAGEMENT STUDIES

SESSION ON GEN AI AND EMERGING TRENDS

RESOURCE PERSON: SUNIL KUMAR G R

SUBJECT MATTER EXPERT - AZURE
MICROSOFT CERTIFIED TRAINER
CLOUD THAT



HOST



Capt. A. Nagaraj Subbarao, PhD
Dean - SCMS

FACULTY COORDINATORS

Prof. Mohan Srinivasan
Head - COPE (Digital
Transformation)
Dr. Silky Sharma
Head - Alumni Relations
(SCMS)

THU & FRI
12 & 13 JUNE 2025
TIME 3:00 TO 4:30 PM

VENUE: BLOCK A,
INNOVATION CAMPUS,
KUDLU GATE, BENGALURU

The School of Commerce and Management Studies (SCMS), Dayananda Sagar University, Bengaluru organized a two-day expert session titled "Gen AI and Emerging Trends" on 12th and 13th June 2025 taken by Industry Expert and SCMS (PG) Alumni Mr Sunil Kumar G R. Hosted under the banner of the Center for Proficiency Enhancement (COPE) – Digital Transformation and Alumni Relations, this event aimed to expose students to cutting-edge advancements in artificial intelligence and machine learning. Aligning with the UN Sustainable Development Goal 4: Quality Education, the session promoted awareness, skills, and knowledge vital for navigating the digital transformation in business and society.

This session focused on current and future trends in Artificial Intelligence, highlighting the transformative role of Generative AI in business, creativity, and productivity. The session began with a conceptual overview of Artificial Intelligence and Machine Learning, setting the foundation for understanding how algorithms learn, adapt, and influence decision-making in real-time applications.

The session deep-dived into Generative AI solutions, particularly using Azure OpenAI services such as DALL·E, which demonstrated AI's capability to generate visual content from textual prompts. The session also introduced Microsoft Copilot, an AI assistant embedded across Microsoft 365 apps, showcasing how generative tools can boost productivity and enhance business communication.



As per Dean- SCMS, Capt. A. Nagaraj Subbarao, PhD, participants were also introduced to the concept of prompt engineering—an emerging skill crucial for effectively interacting with generative AI systems. The session was interactive, hands-on, and aligned with industry expectations, helping students and faculty understand not just the tools but the strategy and ethics behind their implementation.

This session organized by Prof. Mohan Srinivasan and Dr Silky Sharma reflected SCMS’s commitment to fostering a future-oriented learning environment by integrating real-world technologies and global trends into the academic experience.



SCMS- PG ORGANIZES CAREER MAPPING AND MENTORSHIP FORUM BY ALMA MATER ON 25TH OCTOBER 2025

**DAYANANDA SAGAR
UNIVERSITY**

**SCHOOL OF
COMMERCE & MANAGEMENT STUDIES**



Likesh Babu S
Alumni - MBA
Officer-Sales & Client
Acquisition, Federal Bank



Deepak Kumar Sharma
Alumni - MBA
Officer-Sales & Client
Acquisition, Federal Bank

The School of Commerce and Management Studies-PG under the Student Advisory and Career Services successfully conducted the “Career Mapping and Mentorship Forum by Alma Mater” on 25th October 2025.

The session featured two distinguished alumni speakers, Mr. Likesh Babu S and Mr. Deepak Kumar Sharma, both MBA graduates from SCMS-PG and currently serving as Officers – Sales & Client Acquisition at Federal Bank.

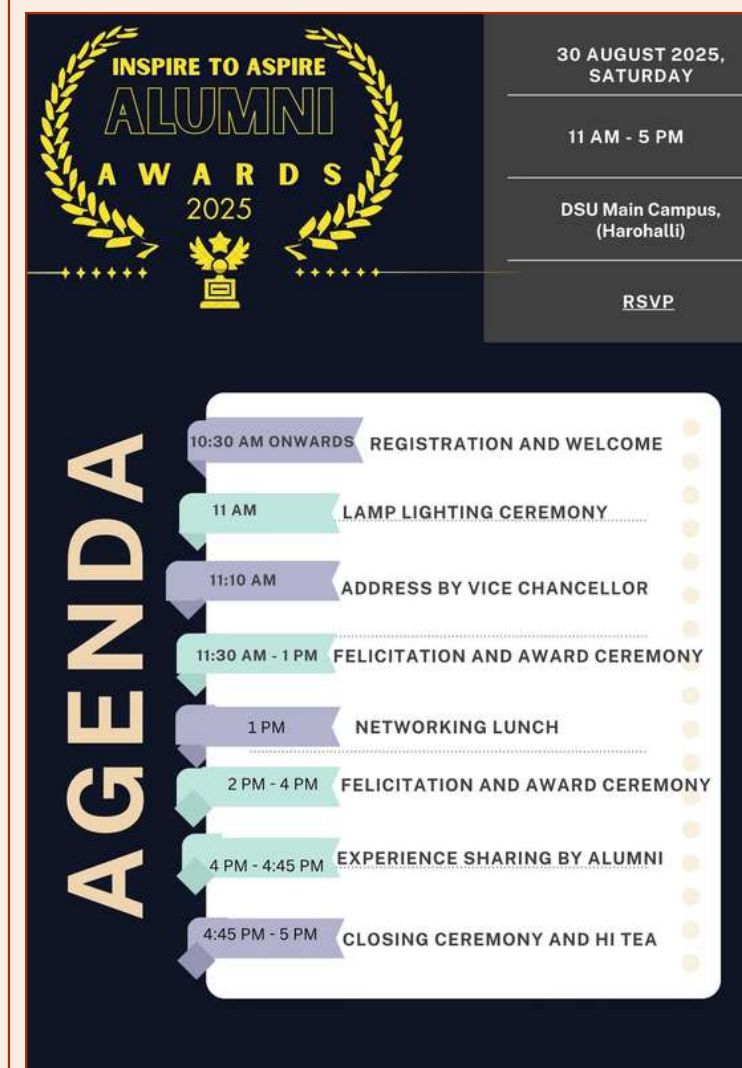
Through engaging discussions, the speakers shared valuable insights on career planning, professional growth, and leveraging mentorship for success in the corporate world. The interactive Q&A session enabled students to connect directly with the alumni, gaining practical advice and motivation for their career journeys.

The event was coordinated by Dr. Pavithra S, and Prof. Jayashree N, SCMS-PG. The forum received an enthusiastic response from students, making it a meaningful platform for mentorship and alumni engagement.

**SCMS- PG ORGANIZES CAREER MAPPING AND MENTORSHIP FORUM
BY ALMA MATER ON 25TH OCTOBER 2025**



ALUMNI EXCELLENCE AWARDS 2025



Alumni Council of DSU in collaboration with Department of Students Affairs organized Alumni Award Ceremony – “Inspire to Aspire” on 30th August 2025 at the DSU Main Campus, Harohalli, with great enthusiasm and participation. The event brought together the university’s esteemed alumni, faculty, and students to celebrate the achievements and contributions of alumni across various domains.

The program commenced with a vibrant Ganesh Vandana and cultural dance performance by current students, setting an energetic and celebratory tone for the day followed by the traditional lamp lighting ceremony, led by the Vice Chancellor Prof. B S Satyanarayana and dignitaries including deans, alumni and their parents, symbolizing the spirit of knowledge and enlightenment. The address by the Vice Chancellor acknowledged the remarkable achievements of the alumni and highlighted their role in strengthening the institution’s reputation globally. SCMS PG Alumni members from various batches of MBA program were awarded in 3 categories of Alumni awards namely- Career Progression, Entrepreneurial Excellence, and Alma Connect as mentioned below. The event was attended by Dean- SCMS, Capt. A. Nagaraj Subbarao, PhD to give away the awards. He thanked and motivated alumni members for being connected and for their remarkable contribution in their respective fields.

SCHOOL OF COMMERCE AND MANAGEMENT - POST GRADUATE (SCMS-PG)					<i>Present Organization</i>
Entrepreneurial Excellence	Darnish Manjunath	MBA	2022	Proprietor	Gold Standard Transport
Entrepreneurial Excellence	Satti Sivakiran Reddy	MBA	2023	Managing director	Foxtale Hotels
Alma Connect	Akshay N S	MBA	2021	Business Analyst	BFSI
Alma Connect	Nilesh Krishna	MBA	2021	EDI Processing Analyst	Peerless Clothing
Alma Connect	Pooja Karni	MBA	2023	HRBP	TCS Bangalore
Alma Connect	Istarth S S	MBA	2024	Managenment Trainee	Chaitanya India fin credit pvt ltd



ALUMNI TALK ON LOGISTICS AND WAREHOUSE MANAGEMENT



The School of Commerce and Management Studies at Dayananda Sagar University successfully organized an insightful industry expert session on “Transportation, Inventory, and Warehouse Management” for MBA Supply Chain Management students on December 17, 2025.

The session was coordinated by Prof. Muralidhara G. V. and was enriched by the presence of Ms. Sumaiya Kauser as the guest speaker. Ms. Sumaiya Kauser, an alumna of Dayananda Sagar University, Bengaluru, brings valuable professional experience in logistics and inventory management.

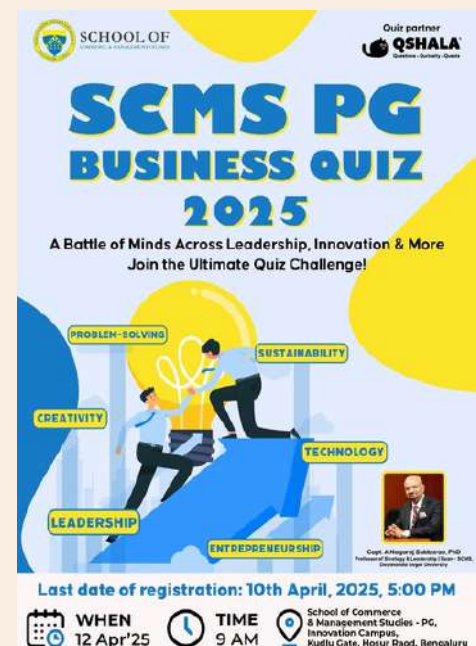
During the session, Ms. Sumaiya Kauser shared her extensive industry and academic insights, offering an in-depth understanding of end-to-end logistics operations, inventory management practices, and quality control measures.

The discussion highlighted the practical significance of effective transportation, inventory, and warehouse management in real-world business scenarios.

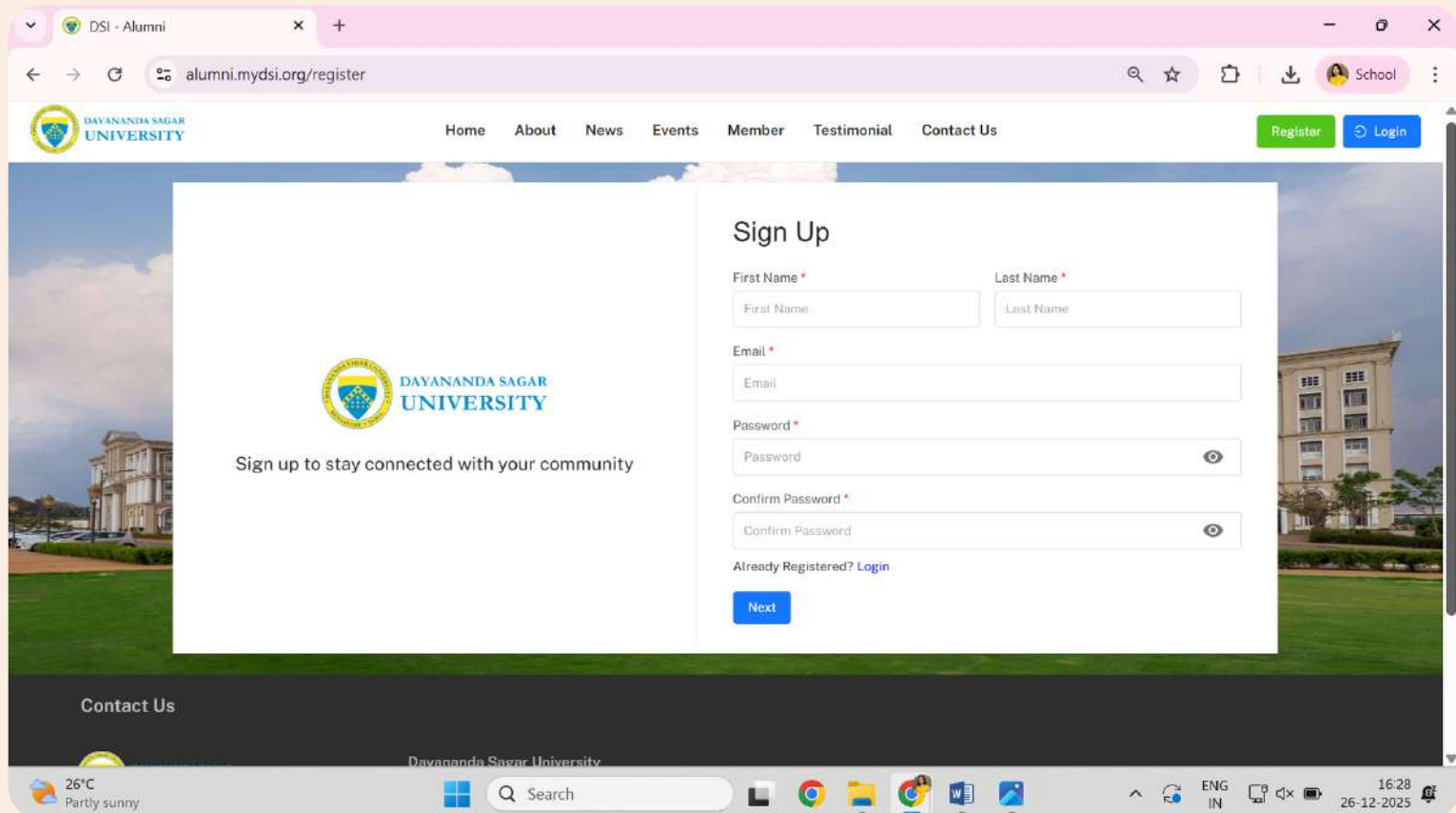
BUSINESS QUIZ HELD BY "QURIOSITY CLUB" AT SCMS & QSHALA

School of Commerce and Management Studies, Dayananda Sagar University, Bengaluru, in collaboration with QShala, organized a Business Quiz on April 12, 2025, centered on the 6 pillar themes of DSU such as Problem Solving, Sustainability, Creativity, Technology, Leadership, and Entrepreneurship. Bringing together around 200 participants, including MBA, EMBA students, and alumni of SCMS. The event emphasized Strategy, Marketing, Branding, and Market Research activities under the umbrella of "Quriosity Club".

Dean - SCMS, Capt. A Nagaraj Subbarao, PhD, gave a welcome address to the participants and declared this event as the start of an annual event to be conducted every year involving participation from multiple business schools competing in the quiz competition. He further shared that Business Quiz is specifically designed and organized to broaden the cognitive processes and breadth of knowledge for the participants. The primary outcome of the event was for the students to learn team spirit, coordination, competitiveness, spontaneous thinking, logical thinking and reasoning, and an ability to connect the dots. The event was followed by the quiz contest among the participants, followed by prize distribution and a vote of thanks. The skilled students responding to these traits were identified from MBA first-year students. Top three groups were declared to be winners and were awarded with the prizes. Such activities foster healthy competition and teamwork, ultimately boosting collaboration and team morale. The program was attended by all students and faculty members of SCMS-PG, DSU and turned out to be a huge success.



DSU ALUMNI REGISTRATION PORTAL



The screenshot shows a web browser window with the URL alumni.mysdsi.org/register. The page features the Dayananda Sagar University logo and a navigation menu with links: Home, About, News, Events, Member, Testimonial, and Contact Us. A 'Register' button and a 'Login' button are visible in the top right corner. The main content area is titled 'Sign Up' and contains a registration form with the following fields: First Name, Last Name, Email, Password, and Confirm Password. A 'Next' button is located at the bottom of the form. A message on the left side of the form reads: 'Sign up to stay connected with your community'. The background of the page shows a large building, likely a university campus. The browser's address bar and taskbar are visible at the bottom of the screenshot.

DSU - Alumni

alumni.mysdsi.org/register

DAYANANDA SAGAR UNIVERSITY

Home About News Events Member Testimonial Contact Us

Register Login

Sign Up

First Name * Last Name *

Email *

Password *

Confirm Password *

Already Registered? [Login](#)

Next

Sign up to stay connected with your community

DAYANANDA SAGAR UNIVERSITY

Contact Us

26°C Partly sunny

Search

ENG IN

16:28 26-12-2025

the DSU–SCMS Alumni Portal has been thoughtfully created to strengthen lifelong connections between our alumni and the university community. This dedicated platform allows alumni to register or sign in to stay updated on campus news, alumni events, career opportunities, mentorship programs, and collaborative initiatives. By joining the portal, alumni can reconnect with batchmates, expand professional networks, share achievements, and contribute to the growth of current students through guidance and support. We encourage all alumni to sign up today and become an active part of the DSU–SCMS alumni network—because staying connected means growing together, giving back, and shaping a stronger future for our community.

SCMS ACHIEVEMENTS

SCMS DAYANANDA SAGAR UNIVERSITY: RANKED #4 IN BENGALURU, #15 IN SOUTH INDIA, AND #41 IN INDIA BY OUTLOOK-ICARE 2026 PRIVATE B-SCHOOL RANKINGS



Based on the Outlook magazine private B-school ranking for 2026, the School of Commerce and Management Studies (SCMS) at Dayananda Sagar University, Kudlu Gate campus, enjoys a respected position within the rankings as follows:

Bengaluru: Ranked 4th among private B-schools.

South India: Positioned among the top 15 private B-schools.

India: Holds 41st rank in the overall private B-school rankings nationally.

SCMS ACHIEVEMENTS

SCMS DSU ACHIEVES PRESTIGIOUS 22ND ALL-INDIA RANK AND 6TH RANK IN KARNATAKA PRIVATE MANAGEMENT INSTITUTE RANKING IN 2025



Dayananda Sagar University, School of Commerce & Management Studies (SCMS), Kudlu Gate campus, Bengaluru, has achieved significant recognition in the 2025 private rankings by Competition Success and IAM, securing 22nd position at the all-India level and 6th in Karnataka among private management institutes. This accomplishment reflects the School's commitment to academic excellence, industry engagement, and student success. SCMS offers a robust portfolio of undergraduate and postgraduate management programs focused on contemporary business practices and holistic development, paired with a strong placement record, dynamic curriculum, and active industry collaborations, consolidating its reputation as a top destination for management studies in India and Karnataka for 2025.

UPDATES FROM OUR NATION



Economic Survey: Education and Labour Issues

- The Economic Survey 2024-25 reported that the number of higher education institutions (HEIs) grew by ~13.8%.
- Gross Enrolment Ratio (GER) in higher education rose from ~23.7% to ~28.4% for the 18-23 age group (comparing 2014-15 and 2021-22).
- While there's progress in skills training and female workforce participation, job creation remains a concern, especially with automation.

Education Access & Infrastructure Gaps

- While many schools now have girls' toilets (~97.2%) and access to computers (~89%), only ~53.9% of schools had internet access as of the Survey.
- Learning gaps are still significant per ASER 2024.



Climate & Environment

- Studies are warning about increasing frequency of oppressive heatwaves, which pose greater health risks.
- There is ongoing concern about air pollution; several projects & policy dialogues seeking to address vehicular emissions, industrial pollutants etc.

Policy / Regulatory Changes from Jan 1, 2025

- GST compliance tightened (multi-factor authentication, E-Way Bill limits)
- UPI payment limits raised
- Pension withdrawal under EPFO was simplified.
- Changes aimed to ease finances for farmers (loan reforms) were also introduced.



UPDATES FROM CORPORATE WORLD



Corporate Profit & Sector Performance

India Inc (top ~500 companies) achieved net profits of ₹15 lakh crore in FY25, a record high. Overall profit growth from FY20–25 was nearly three times GDP growth. Not all sectors grew equally, Telecom, consumer durables, capital goods, chemicals, metals saw solid gains. Oil & gas saw declines in profit. Mid-caps and small-caps posted significantly better PAT growth than large-caps.

Dealmaking, M&A & PE Activity Surges

India's deal-making activity hit a three-year high in Q1 2025: total value ~\$27.5 billion, a ~29.6% YoY increase. Domestic deals were dominant; private equity-backed acquisitions increased. The consumer & retail sector saw a major revival: in Q1 2025, it recorded its highest deal volume in three years. For example, Temasek bought ~10% of Haldiram for ~\$1B, and Wilmar International acquired the staples business of Adani Wilmar for ~\$1.44B.



Sectoral Shifts & Highlights

Consumer & Retail: strong momentum, both from M&A/PE deals and from shifts in consumer behaviour. Premiumisation, rapid growth in vernacular / tier-2/3 markets etc. drive interest. Healthcare and consumer durables showed strong growth in revenue and margins. Real Estate sector saw an increase in deal number (transactions) in H1, but total value of deals dropped ~8% compared to same period previous year.

Capex, Margins & Balance-Sheets

Margins across many sectors improved cooling input costs and better operating leverage helped. Companies are increasingly bullish on capital expenditure: India Inc plans to nearly double capex during FY26–30. Private companies are sitting on large cash reserves (enabling self-funded growth).



UPDATES FROM AROUND THE WORLD

China's push on tech self-reliance

China announced stronger support for AI, science & tech innovation, aiming for self-sufficiency in sectors like biomanufacturing, quantum tech, embodied AI, and 6G. They plan to develop national labs, support young scientists/engineers, invest in large-scale AI models, and improve data infrastructure.



AI Action Summit, Paris (Feb 2025)

Global leaders including India and France convened in Paris for an AI summit focused on responsible AI governance, safety, collaboration between governments & private sector, and setting up frameworks for how AI should be developed and used globally.

South Korea: Homeplus / MBK Partners financial controversy

The retail chain Homeplus in South Korea (controlled by MBK Partners) faced a scandal when it issued short-term bonds shortly before its credit rating was downgraded and before it filed for corporate rehabilitation. Regulators raised concerns about non-disclosure to investors.



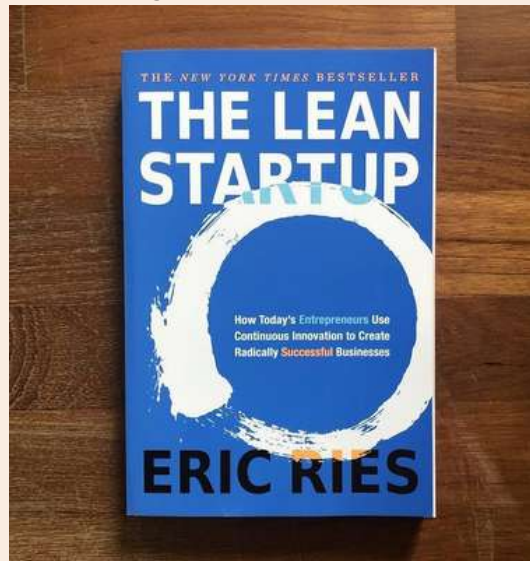
Saudi Arabia introducing AI curriculum for millions of students

As part of its Vision 2030 transformation agenda, Saudi Arabia launched a plan to roll out an AI-based curriculum for over six million general education students in 2025-26. This includes teacher training, AI frameworks, etc.

BOOK REVIEW



The Lean Startup by Eric Ries



“This book is not just about starting a business; it is about starting a movement that transforms ideas into sustainable enterprises.” Eric Ries’s *The Lean Startup*, published in 2011 by Crown Business, is one of the most influential books on entrepreneurship, offering a scientific, evidence-based approach to launching and scaling businesses in uncertain environments. The book rejects the traditional notion of spending years developing detailed business plans and instead promotes agility through the concept of the “Build-Measure-Learn” loop, which involves building a Minimum Viable Product (MVP), testing it quickly with customers, measuring their feedback, and learning whether to persevere with the current idea or pivot toward a new direction. Ries supplements his ideas with real-life startup examples such as Dropbox, Zappos, and his own experience with IMVU, illustrating how continuous innovation, validated learning, and innovation accounting can minimize risks and reduce waste while accelerating growth. What makes the book particularly compelling is its practical language and real-world relevance—concepts like MVP, pivot, and validated learning are now part of the standard vocabulary in the global startup ecosystem. The strength of the book lies in its ability to empower entrepreneurs to act with discipline in conditions of extreme uncertainty, but at the same time it has certain shortcomings. Some critics note that the MVP model may not be universally applicable in industries where safety, regulation, or precision are non-negotiable, such as healthcare, aerospace, or pharmaceuticals, and Ries occasionally oversimplifies the organizational and cultural barriers that large firms face when attempting to adopt lean principles. Yet these limitations do not diminish its transformative impact, as the methodology has influenced both small startups and multinational corporations in shaping their innovation strategies.

Overall, *The Lean Startup* is more than a guidebook—it is a mindset shift that encourages resilience, experimentation, and customer-centric thinking, making it a must-read for entrepreneurs, MBA students, managers, and corporate leaders who want to thrive in today’s dynamic business world where uncertainty is the only certainty.

MOVIE REVIEW

AIR(2023)



"This is not just a sports drama; it is a story of vision, risk, and the power of believing in an idea before the world sees it." *Air*, directed by Ben Affleck and released in 2023 by Amazon Studios, is a gripping biographical drama that reconstructs the groundbreaking partnership between Nike and a then-unknown rookie, Michael Jordan, which went on to transform sports, business, and culture forever. The film follows Sonny Vaccaro, played by Matt Damon, a determined Nike executive who, despite the company's struggles in the basketball market, dares to gamble its entire budget on signing Jordan and creating a shoe line built around him. Supported by Phil Knight (Ben Affleck), but facing skepticism from Nike's board, Vaccaro negotiates with Jordan's family, where Deloris Jordan (Viola Davis in a commanding performance) emerges as the key decision-maker who secures not just a deal but a legacy that would rewrite the rules of athlete endorsements. Unlike conventional sports films, *Air* focuses less on the game and more on the strategy, risk-taking, and negotiations behind a corporate deal, blending sharp dialogue, witty humor, and emotional weight with a nostalgic 1980s soundtrack and setting.

The film's strength lies in its ability to make boardroom conversations feel as tense and exhilarating as a championship match, with Damon delivering a heartfelt performance as the underdog executive and Davis embodying wisdom, foresight, and maternal strength. Affleck's direction strikes a balance between drama and lightheartedness, offering a character-driven narrative that celebrates creativity, persistence, and innovation. At the same time, some viewers may find the film overly idealized, as it paints Nike's pursuit of Jordan in heroic tones while underplaying the complexities of corporate profit motives, and Jordan himself remains almost absent on screen, which may disappoint fans expecting his presence. Yet, these criticisms do not overshadow the film's impact as an inspiring story of vision and transformation. *Air* is more than a film about sneakers; it is about daring to redefine an industry, challenging conventions, and creating cultural icons through belief and risk-taking.

I would strongly recommend it not only to sports fans but also to entrepreneurs, marketers, MBA students, and anyone interested in stories of innovation and negotiation, as it brilliantly illustrates how one bold decision can alter the destiny of both a brand and an individual, leaving an enduring legacy.

EVENTS AT SCMS


DAYANANDA SAGAR UNIVERSITY


SCHOOL OF
COMMERCE & MANAGEMENT STUDIES

Kickstarting Your B-School Journey

MBA 2025-2027
10 HOURS BRIDGE COURSE MODULE



PROGRAM HIGHLIGHTS :

- WORKSHOP
- PANEL DISCUSSION
- EXPERT SESSION
- PERSONAL BRANDING
- GOAL SETTING



CAPT. A. NAGARAJ SUBBARAO, PHD
PROFESSOR OF STRATEGY & LEADERSHIP
DEAN - SCMS



RESOURCE PERSON:
PROF. P. N. JAIRAM
MANAGEMENT CONSULTANT

 Starts from 16th September 2025

 **Dayananda Sagar University**
Gallery 3


DAYANANDA SAGAR UNIVERSITY


SCHOOL OF
COMMERCE & MANAGEMENT STUDIES

INDUSTRY LECTURE SESSION ON PROBLEM SOLVING

GUEST SPEAKER
MR SRINIVAS T V
FOUNDER, CEO, PRINCIPAL
CONSULTANT, LEAN6SIGMAPRO
XERGY BUSINESS EXCELLENCE PVT. LTD.



HOST



Capt. A. Nagaraj Subbarao, PhD
Dean - SCMS

FACULTY COORDINATOR
Prof. Mohan Srinivasan
Head - COPE (Digital Transformation)

 **MONDAY**
29 SEP 25

 **TIME**
11:15 AM TO 12:30 PM

**VENUE: GALLERY 3 BLOCK A,
INNOVATION CAMPUS,
KUDLU GATE, BENGALURU**


DAYANANDA SAGAR UNIVERSITY


SCHOOL OF
COMMERCE & MANAGEMENT STUDIES

Alumni Panel Discussion at SCMS-PG



CAPT. A. NAGARAJ SUBBARAO, PHD
PROFESSOR OF STRATEGY & LEADERSHIP
DEAN - SCMS



MODERATOR
PROF. P. N. JAIRAM
MANAGEMENT CONSULTANT



DR. SILKY SHARMA
ALUMNI COORDINATOR
SCMS PG



Utpreksha Giri (dsu - Alumna)
Assistant System Analyst
TCS



Nisarga R (dsu - Alumna)
Project Management Consultant
KPMG Global Services

 **27th September 2025**
11am

 **Dayananda Sagar University**
Gallery 3


DAYANANDA SAGAR UNIVERSITY


SCHOOL OF
COMMERCE & MANAGEMENT STUDIES

BRIDGE COURSE PROGRAM MBA (2025 -2027)



CAPT. A. NAGARAJ SUBBARAO, PHD
PROFESSOR OF STRATEGY & LEADERSHIP
DEAN - SCMS



CHIEF GUEST: MR.SANJAY. N
REGIONAL VP - SALESFORCE



September 8th, 2025
Starts at 9:00 AM

 **Dayananda Sagar University**
Gallery 3

EVENTS AT SCMS

DAYANANDA SAGAR UNIVERSITY COPE ENTREPRENEURSHIP SCHOOL OF

FROM CAMPUS TO CREATION: INDIA'S FIRST 3-D PRINTING OEM

A STUDENT ENTREPRENEUR'S JOURNEY

SPEAKER
VIJAY RAGHAV VARADA

HOST
CAPT A NAGARAJ SUBBARAO, PHD
Dean, SCMS

09 SEP 7.00 PM

Join: <http://zoom.dsuedu.in/AP>

Vijay Raghav Varada:
• CEO & Founder of FRACKTAL
• Graphic Designer & Co-founder of Poster Anna
• Team Head - Robo Manjari

DAYANANDA SAGAR UNIVERSITY CASE STUDY

CASE ANALYSIS

REBOUNDED AFTER THE CRISIS: SOUTH KOREA

12 AUGUST 2025
TUESDAY 3-4 PM
BLOCK A - Classroom A026

Prof. Anurag Jalan

DAYANANDA SAGAR UNIVERSITY SCHOOL OF

2025 NATIONAL Conference

Transforming Business and Society - Innovation, Leadership and Sustainable Future

Academics | Professionals | Students

BEST PAPER AWARDS

CASH PRIZE UPTO INR 50,000+

DATES TO REMEMBER (2025)

- Abstract submission last date: **1st October**
- Full paper submission last date: **24th October** (upon Abstract acceptance)

DATES
NOVEMBER 27 - 28, 2025
Hosur, Karnataka

Find Us:
@ conference2025@dsu.edu.in
dsu.edu.in

RSVP: 094 620 3833 / 945 945 7776

DAYANANDA SAGAR UNIVERSITY

SCAN FOR MORE DETAILS

DAYANANDA SAGAR UNIVERSITY SCHOOL OF COMMERCE & MANAGEMENT STUDIES

C.O.P.E-HR | LEADERSHIP PRESENTS

INDUSTRY EXPERT SESSION ON

BOOLEAN AND RECRUITMENT PROCESS AND TECHNIQUES

MR ASHWATH KUMAR
GUEST

CAPT A NAGARAJ SUBBARAO, PHD
DEAN - SCMS

DR SILKY SHARMA
FACULTY COORDINATOR

JOIN US
12 JULY, 2025
SATURDAY 2PM - 3.30PM
GALLERY 2, BLOCK A

DAYANANDA SAGAR UNIVERSITY

MANAGEMENT DEVELOPMENT PROGRAM (MDP)

EMPOWERING WORKING PROFESSIONALS WITH GENERATIVE AI & GEN AI IN BUSINESS: LEARN. CREATE. TRANSFORM

Date: Saturday, 30-August-2025
Time: 9:00 AM - 4:00 PM
Venue: Block A, Dayananda Sagar University

Program Highlights

- Sessions
- What is Generative AI and how it works
- Gen AI vs Traditional AI: Understanding the shift
- Business Applications in Marketing, HR, Finance, and SCM
- Risks, Ethics, and Governance in Gen AI
- Future Trends: How Gen AI will shape leadership and innovation
- Special Focus: Prompt Engineering
- What is a prompt and how Gen AI interprets it
- Types of prompts: zero-shot, few-shot, chain-of-thought
- Business-focused prompt patterns and templates
- Prompt tuning: rewording unclear inputs into effective queries
- Real-world examples across HR, Marketing, and SCM
- Hands-on sessions
- Prompt Writing for ChatGPT
- Marketing Content Generation
- Examples of AI-powered Analysis

Who Should Attend?

- Working professionals across industries
- Faculty, Managers & team leads curious about AI
- Beginners looking for practical Gen AI applications
- Non-tech professionals ready to explore innovation

Resource Persons

Capt. Nagaraj Rao, PhD
Dr Nagaraj is a Master Mariner and specialist in Navigation and Ocean Engineering. He has a Ph.D. in Organizational Behaviour and an advanced specialization in Strategic Leadership from the University of Illinois, Urbana-Champaign, USA.

Anil K. Sinha, Founder AI@DSU
Anil has around 19 years of experience in the corporate world of AI & Analytics and currently runs his own firm, AI@DSU which builds educational toys and products for kids under 10 years using Augmented Reality (AR), 2D/3D Game Development (Unity), and Artificial Intelligence (AI) platforms. He trains and teaches courses on Business Analytics, Marketing Analytics and Supply Chain Analytics in the past Corporate roles.

Prof. Mohan Srinivasan
Prof Mohan teaches IT and Global Business, Head - COPE (Digital Transformation). Prof. Mohan Srinivasan worked at IBM India as Practice Area Leader - Digital and Offshore Manager - Cloud Modernization. He has more than 30 years of global IT experience with Retail and Banking customers. Prof Mohan received certificate from Lund University, Sweden as AI, Business & the Future.

UPCOMING EVENTS AT SCMS



DAYANANDA SAGAR
UNIVERSITY



SCHOOL OF
COMMERCE & MANAGEMENT STUDIES



Presents

VIRASAT

A Canvas of Colours and Cultures

CULTURAL FEST

DAY 1

6TH JANUARY 2026

2:00 PM

QUADRANGLE

DAY 2

7TH JANUARY 2026

10:00 AM

CANOPY

Dayananda Sagar University | Campus 3 | Kudlu Gate

UPCOMING MDP FOR ALUMNI

**DAYANANDA SAGAR
UNIVERSITY**

**SCHOOL OF
COMMERCE & MANAGEMENT STUDIES**

Mastering Case Writing

Master the art and science of crafting high-impact teaching case studies with the world's top-ranked, best-selling* case author.

*Prof. GV Muralidhara is ranked #13th best case author in the world as per CaseCentre.org

- Learn to write publishable cases
- Build your academic profile
- Train with a top case author

 31-January 2026 (Sat)
09:30 AM to 4:30 PM

Participants will get an e-certificate

MDP Fees

- DSU and DSI Faculty: INR 500
- DSU Alumni/ Other colleges: INR 800
- Industry: INR 1500



Management Development Program

Faculty Resource



Prof. G V Muralidhara
Dy Director - SCMS
Case Research Centre

Host



Prof. Capt. Nagaraj S, PhD
Professor & Dean - SCMS
Leadership & Strategy
Expert

LEARN MORE

 88841 86036
 vvrajan@dsu.edu.in

Participants will get a chance to present their case studies in our upcoming Case Conference during May 2026

Join us for a 1-day Management Development Program (MDP) designed for faculty members and industry professionals interested in writing and publishing teaching case studies.

 Led by Prof. G. V. Muralidhara
(170+ published cases | Multiple-time Best Case Selling Author – The Case Centre, UK)

 31 Jan 2025 (Saturday)

 9:30 AM – 4:30 PM

 Dayananda Sagar University, Kudlu Gate Campus, Hosur Road

Fees:

- INR 800 for Alumni
- INR 1000 in case you are referring to your friends other colleagues etc.

 Register here:
<https://forms.gle/CUkdqPTMjpNBX7o86>

SCMS RANKINGS

Karnataka State
B-School Ranking: A++



Top B Schools South
India - 17
14th Emerging B School
in India



All India - 61
All India (Private) - 42
South Zone - 17

IIRF B School (P) Ranking
has rated SCMS at:
Karnataka: 7
South India : 16
All India: 41

7th in Karnataka
16th in South India
41 in India



SCMS RANKINGS



- All India Rank is 22
- 6th in Karnataka

Outlook-Icare India MBA RANKINGS

- Bengaluru: Ranked 4th among private B-schools.
- South India: Positioned among the top 15 private B-schools
- India: Holds 41st rank in the overall private B-school rankings nationally.

ALPHASPHERE SCMS

THE OFFICIAL NEWSLETTER OF SCMS ALUMNI
2025



Dr Silky Sharma

**Editor Newsletter- Almasphere SCMS
Faculty Coordinator (Alumni - SCMS PG)**

Student Editors

Manish Bhat, Chandana PS, Tannishtha, Preesha

Dayananda Sagar University Innovation Campus, Kudlu Gate, Bengaluru
Admissions Helpline: 080 46461800 / 080 49092800
Dean - MBA: 080 4909 2931
<https://www.dsu.edu.in/commerce-management/mba>

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2025

EDITORS' MESSAGE

DR. SILKY SHARMA

Dear Alumni,

Almasphere SCMS is more than a publication – it is a platform for reconnection, reflection, and collaboration. Through its pages, we aim to celebrate your successes, share campus developments, highlight student initiatives, and create opportunities for engagement that benefit both our alumni and our institution. Hope you liked the compilation.

We sincerely encourage you to stay connected with us – through mentorship, guest lectures, internships, research collaborations, recruitment partnerships, and participation in alumni events. Your involvement plays a crucial role in shaping the next generation of business leaders.

On behalf of the institution, I extend heartfelt gratitude for your continued association and unwavering support. We look forward to strengthening this bond in the years ahead and creating meaningful impact together.

With warm regards and best wishes for your continued success,

Dr Silky Sharma

Associate Professor

Alumni Relations & Newsletter Editor

Almasphere SCMS

School of Commerce & Management Studies (PG)

Dayananda Sagar University, Innovation Campus



Write to Alumni Relations-SCMS PG at
alumni-scmspg@dsu.edu.in

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