



School of Commerce & Management Studies

YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

JULY 2026



Dear Readers,

Welcome to the JULY 2026 edition of our SCMS monthly newsletter – Young Manager!

Our mission is to keep you informed, engaged, and connected with the dynamic culture at the School of Commerce and Management Studies.

In this issue, we are thrilled to present a comprehensive roundup of important updates, enriching events, and insightful news designed to meet your varied interests and needs. We hope you find our newsletter to be both a valuable resource and a source of inspiration.

Warm regards,
The Editorial Team - Young Manager
SCMS, DSU

WHAT'S INSIDE

- INDUSTRIAL VISIT TO UNIFLEX PRECISION PRODUCTS PVT LTD
- LT. GENERAL J.K. GERA VISIT TO DSU
- SCMS PG & ATAL INNOVATION CENTRE EXCHANGE LETTER OF INTENT
- TIME MANAGEMENT THROUGH THE BHAGAVAD GITA
- FACULTY ACHIEVEMENT
- NEWS FROM INDIA
- BUSINESS NEWS
- INTERNATIONAL NEWS
- BOOK REVIEW
- MOVIE REVIEW
- UPCOMING EVENTS

DEAN'S MESSAGE

CAPT. A. NAGARAJ SUBBARAO, PHD

Greetings! Esteemed Readers,

Welcome to the JULY 2026 issue of "Young Manager," the SCMS newsletter designed exclusively for the vibrant community of business students. As we embark on this exciting journey together, "Young Manager" aims to serve as a beacon of inspiration, knowledge, and opportunity for aspiring young leaders.

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

PETER DRUCKER

In each issue, you can expect a curated selection of events, articles, interviews, book reviews, movie reviews, and features tailored to your interests and needs as future managers and entrepreneurs. From insights into industry trends and career advice to highlights of student achievements and campus events, "Young Manager" promises to be your trusted companion on your path to success.

We invite you to engage with us actively, share your stories, ideas, and feedback, and become part of our thriving community of young managers shaping the future of business. Together, let us explore, learn, and grow as we navigate the dynamic landscape of the business world.

Thank you for joining us on this exciting journey. Here's to a future filled with endless possibilities and boundless opportunities!



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



Upon arrival, the team received a warm welcome from Mr. Sinha, Vice President – Operations, along with the Human Resources team and the General Manager – Operations. The management extended their hospitality and introduced the students to the company's vision, values, and commitment to manufacturing excellence.

The visit commenced with an informative presentation highlighting the company's profile, its major domestic and international clients, product portfolio, quality standards, and manufacturing capabilities. The speakers explained how Uniflex has established itself as a trusted manufacturing partner by consistently delivering high-quality precision-engineered products to customers across various industries. They also discussed the importance of customer satisfaction, continuous improvement, innovation, and adherence to international quality standards in maintaining a competitive advantage.



INDUSTRIAL VISIT TO UNIFLEX PRECISION PRODUCTS PVT. LTD., HOSUR, TAMIL NADU

Following the presentation, the students were taken on a guided tour of the manufacturing facility. The operations team provided a detailed explanation of the complete manufacturing process, beginning with the receipt of raw materials, machining, fabrication, assembly, quality inspection, testing, packaging, and dispatch. Students observed advanced manufacturing technologies, modern production equipment, quality control procedures, and safety practices implemented throughout the shop floor. The importance of lean manufacturing principles, operational efficiency, workplace organization, and preventive maintenance was also demonstrated during the visit.

The industrial visit provided valuable practical exposure by bridging the gap between classroom learning and real-world industrial applications. Students gained a better understanding of production planning, manufacturing workflows, quality assurance systems, operational management, and the role of teamwork in achieving organizational objectives. The interaction with industry professionals offered meaningful insights into career opportunities, industry expectations, and the competencies required for success in the manufacturing sector.

Overall, the industrial visit to Uniflex Precision Products Pvt. Ltd. proved to be an enriching learning experience. The university expresses its sincere gratitude to the management of Uniflex, particularly Mr. Ravindra Sinha, the Human Resources Department, and the Operations Team, for their warm hospitality, insightful presentations, and for providing students with an excellent opportunity to witness industrial operations firsthand.

**LT. GENERAL J. K. GERA, AVSM, COMMANDANT, ASC CENTRE &
COLLEGE, BENGALURU VISITED DSU**



Lt. General J. K. Gera, AVSM, Commandant, ASC Centre & College, Bengaluru, was presented with a copy of Prayas, the student journal of the School of Commerce & Management Studies (SCMS), during his visit to Dayananda Sagar University. The journal was presented in the presence of Dr. B. S. Sathyanarayana, Vice Chancellor, symbolizing the University's commitment to academic excellence, student scholarship, and meaningful engagement with the Armed Forces.

SCMS PG AND ATAL INNOVATION CENTRE EXCHANGE LETTER OF INTENT TO STRENGTHEN STUDENT ENTREPRENEURSHIP



The School of Commerce & Management Studies (PG), Dayananda Sagar University, is delighted to announce the exchange of a Letter of Intent (LoI) with the Atal Innovation Centre, marking the beginning of a strategic partnership to nurture innovation and entrepreneurship among our students.

The Letter of Intent was exchanged between Dr. A. Nagaraj Subbarao, Dean, School of Commerce & Management Studies (PG), Dayananda Sagar University, and Mr. Vinod Shankar, CEO, Atal Innovation Centre.

This collaboration will focus on:

- Fostering an entrepreneurial mindset among students.
- Providing access to mentorship from entrepreneurs, industry leaders, and startup experts.
- Supporting incubation and acceleration of student ventures
- Organizing innovation challenges, hackathons, startup boot camps, and workshops.
- Connecting students with investors and the broader startup ecosystem.
- Promoting commercialization of research and student-led innovations.

At SCMS PG, we believe that tomorrow's leaders must be equipped not only with managerial competence but also with the confidence to innovate, create, and build enterprises that generate societal impact.

SCMS ORGANIZES 'TIME MANAGEMENT THROUGH THE BHAGAVAD GITA' SESSION



The **Centre for Leadership & Indian Knowledge Systems (LIKES)**, SCMS PG, Dayananda Sagar University, Bengaluru, organized an insightful session on “**Time Management through the Bhagavad Gita.**” on July 28, 2026. The session was delivered by Shri Arjun Anand Das of ISKCON, New York, USA, who drew timeless lessons from the Bhagavad Gita to demonstrate how clarity of purpose, disciplined action, and inner balance are the foundations of effective time management. The interactive session encouraged students and faculty to view time not merely as a resource to be managed, but as a sacred opportunity to fulfill one’s duties with focus, equanimity, and excellence. Our sincere gratitude to Shri Arjun Anand Das for sharing profound wisdom that seamlessly bridges ancient Indian knowledge with the demands of contemporary leadership and professional life. “When the mind is aligned with purpose, time becomes an ally rather than an adversary.”

FACULTY ACHIEVEMENT



Dr. Silky Sharma, Associate Professor, School of Commerce & Management Studies, Dayananda Sagar University, Bengaluru, has been conferred the prestigious **"Excellence in Higher Education Award"** at the **International Research Excellence Awards 2026**.

The award was presented by the Chendur Research Foundation (SB Research Development and Innovation Team) during the International Research Excellence Awards 2026, organized by Annai College of Arts and Science in association with BWC and the University of Malaya, in Virtual Mode.

This honour recognizes Dr. Sharma's remarkable scholarly accomplishments, innovative contributions to the discipline, and continued excellence that inspires the international research community. The award acknowledges her unwavering commitment to academic excellence, impactful research, innovation in higher education, and dedication to advancing knowledge through quality teaching and research.

UPDATES FROM OUR NATION



Nationwide Student Protests Continue

Demonstrations initiated by the Cockroach Janta Party (CJP) continued throughout July, primarily centered at Jantar Mantar in New Delhi. The protests, which included an indefinite hunger strike by climate activist Sonam Wangchuk, demanded the resignation of Union Education Minister Dharmendra Pradhan over the 2026



Historic Rainfall Triggers Flooding

Severe monsoon rains caused devastation across multiple states. In Maharashtra, torrential downpours led to at least 13 deaths from rain-related incidents and forced the evacuation of over 6,000 people from Pune and Pimpri Chinchwad. A landslide buried a house in Pune, and train services between Mumbai and Pune were suspended.



Legislative Reforms Amidst Opposition Boycott

The Registration of Births and Deaths (Amendment) Bill, 2026, was passed by the Lok Sabha on July 31st without a debate. The passage occurred as Opposition members continued their protests and disrupted proceedings over the police's handling of the student demonstrations.



Cauvery Water Dispute Intensifies

The Cauvery Water Regulation Committee directed Karnataka to release 3,500 cusecs of water daily to Tamil Nadu for 15 days. In response, Karnataka's Water Resources Minister expressed concern due to drought conditions, indicating the state might appeal the decision, while Tamil Nadu's Chief Minister sought intervention to halt the Mekedatu project.

UPDATES FROM CORPORATE WORLD



Why Boards Are Betting on Unconventional CEOs

Indian companies are increasingly choosing CEOs with entrepreneurial and innovative backgrounds. This reflects the growing need for leaders who can drive digital transformation and business growth.



India's Boardrooms Rethink Leadership Strategy

Indian companies are updating their leadership strategies to adapt to AI, digital transformation, and global competition. Boards are focusing on strong governance and future-ready leaders.



Sun Pharma's Mega Deal Dominates Pharma M&A

Sun Pharma's acquisition of Organon became one of the biggest pharma deals of the year. The deal strengthens the company's global presence and growth strategy.



Tata Group Companies' Profit Zooms Fivefold in Six Years

Tata Group's profits have increased fivefold over the past six years due to strong performance across multiple businesses. This showcases the success of its long-term growth strategy.

UPDATES FROM AROUND THE WORLD



India-UK Free Trade Agreement Comes into Force

The India-UK Free Trade Agreement officially came into effect, reducing tariffs and improving market access for businesses in both countries. The deal is expected to boost trade, exports, and investment opportunities.

West Asia Tensions Disrupt Global Trade

Rising tensions in West Asia have increased shipping costs and disrupted supply chains. Exporters are focusing on resilience as uncertainty continues to affect global trade routes.



China's Economic Growth Remains Under Pressure

China's economy showed slower growth due to weak domestic demand and lower consumer spending. Economists believe additional policy support may be needed to revive growth.

AI Boom Continues to Reshape Global Markets

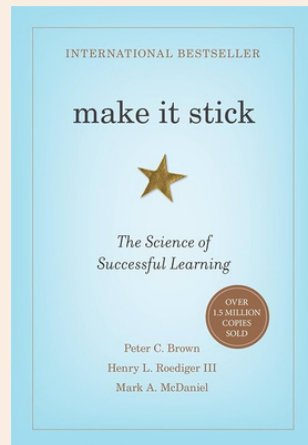
Artificial intelligence remained a major driver of global investment, particularly in semiconductors and data centres. While AI created new opportunities, investors also remained cautious about market volatility.



BOOK REVIEW



MAKE IT STICK



Make It Stick is both a refreshing wake-up call and a deeply practical manual that shatters everything we were taught about studying. For years, many of us relied on passive habits like highlighting text, rereading chapters, and cramming the night before an exam—methods that feel highly productive because they create a comforting "illusion of mastery." Reading this book forces you to confront the uncomfortable truth that these low-effort strategies result in rapid forgetting. Instead, the authors use engaging real-world anecdotes—ranging from the high-stakes training of neurosurgeons and airline pilots to everyday classroom studies—to prove that true, durable learning only happens when the brain is forced to work through "desirable difficulties."

The true value of the book lies in how seamlessly it translates abstract cognitive science into actionable, daily habits. As a reader, the core takeaway is clear: if learning feels easy, you are probably doing it wrong. The authors champion retrieval practice (testing yourself rather than reviewing notes) and spaced repetition (leaving time between study sessions so the brain has to struggle slightly to recall the info) as the twin pillars of memory retention. Furthermore, the concept of interleaved practice—mixing up different topics or problem types instead of focusing on just one—is a revelation, showing how varied practice builds the mental flexibility needed to apply knowledge in unpredictable, real-world scenarios.

Ultimately, this book completely shifts your mindset from being a passive consumer of information to an active builder of mental models. It teaches you to embrace the frustration of forgetting and the struggle of problem-solving as signs of actual cognitive growth, rather than failure. By incorporating its techniques, such as elaboration (explaining concepts in your own words) and generation (trying to solve a problem before being shown the answer), you gain a reliable toolkit for mastering any new skill or subject. It is an indispensable guide for students, educators, and lifelong learners who want to stop wasting time on fleeting memorization and start building knowledge that truly sticks.

MOVIE REVIEW

THE PURSUIT OF HAPPYNESS



The Pursuit of Happyness is a masterclass in emotional storytelling that hits you straight in the heart. Watching Chris Gardner's grueling journey feels deeply intimate, largely because the real-life father-son chemistry between Will Smith and Jaden Smith radiates genuine warmth and vulnerability. As a viewer, you are not just watching a story unfold; you are pulled into their desperation. You feel the crushing anxiety of counting loose change, the humiliation of being turned away from shelters, and the terrifying responsibility of protecting a child's innocence amidst absolute chaos. It is a cinematic experience that forces you to reflect on your own privileges and definition of resilience.

From a technical standpoint, the film masterfully uses its late-1980s San Francisco setting to amplify the characters' isolation. The cinematography contrasts the cold, towering, glass skyscrapers of the financial district—representing unattainable wealth—with the gritty, crowded, and bleak reality of the streets and subway stations below. The pacing is relentless, capturing the literal and figurative constant running that Chris must do just to survive the day. Combined with a subtle, melancholy musical score that swells beautifully during moments of triumph, the direction ensures that the film never feels like cheap melodrama, but rather an authentic, grounded slice of human struggle.

Ultimately, the movie succeeds because it is much more than a typical "rags-to-riches" Hollywood fable. It is a profound exploration of dignity, systemic poverty, and unconditional love. While the systemic hurdles Chris faces are infuriating, his refusal to let the world break his spirit is incredibly galvanizing. The climax is one of the most emotionally rewarding moments in cinema history, leaving you completely breathless and wiping away tears. It is a timeless, essential watch that serves as a powerful reminder of what the human spirit can endure when fueled by purpose.

UPCOMING EVENTS



**DAYANANDA SAGAR
UNIVERSITY**



**SCHOOL OF
COMMERCE & MANAGEMENT STUDIES**



CLUB FOR BUSINESS RESEARCH & ANALYSIS

Presents

Research Blueprint: Turning Ideas into Impact

SCHEDULE

DATE	DETAILS
16/07/2026 3:00 PM - 4:30 PM	From Business Problems to Research Questions and Literature Review
23/07/2026 3:00 PM - 4:30 PM	Research Design and Sampling
30/07/2026 3:00 PM - 4:30 PM	Data Analysis and Research Paper Writing
06/08/2026 3:00 PM - 4:30 PM	From Draft to Publication



Host: Capt A. Nagaraj Subbarao, Ph.D
Professor of Strategy & Leadership
Dean - SCMS (PG Programs),
Dayananda Sagar University,
Bengaluru



Dr. Nisha Goyal
Associate Professor
Resource Person



Dr. Priyanka Roy
Assistant Professor
Resource Person



Manisha V
Student Coordinator



G Indupriya
Student Coordinator

 **Gallery 3**
Innovation Campus - Kudlu Gate



**DAYANANDA SAGAR
UNIVERSITY**



**SCHOOL OF
COMMERCE & MANAGEMENT STUDIES**



Book Launch

A Manager's Handbook of Communications

Author



Capt. Himanshu Joshi
Professor of Practice -
Business Communication
Dayananda Sagar University,
Bengaluru

Author



Dr. A Nagaraj Subbarao
Professor of Strategy & Leadership
Dean - SCMS PG
Dayananda Sagar University,
Bengaluru

Chief Guest



Prof B. S. Satyanarayana
Vice Chancellor
Dayananda Sagar University,
Bengaluru

Guest of Honor



Dr. David Morris
Sr. Research Fellow
Guest Professor, Foreign
Studies University, Beijing -
China



 **6-Aug'26, Thursday**
11:00 AM - 11:45 AM

 **Venue**
Innovation Campus
Hosur road

Supercharging India's AI Future with DSU.
INDIA'S AI-FIRST UNIVERSITY



**DAYANANDA SAGAR
UNIVERSITY**



**SCHOOL OF
COMMERCE & MANAGEMENT STUDIES**

**Don't be
AFRAID
to SAY no**

Safe Workplaces,
Stronger Organizations

POSH

Prevention of Sexual Harassment
at Workplace

Executive MDP on POSH and D&I



 **Some facts and why you should sign up!**

- 1 in 3 women globally experience workplace harassment or violence during their lifetime. (Source: UN Women)
- PoSH complaints across 700 NSE-listed companies rose to 2,335 cases in 2023-24 - A sharp increase from 1,807 cases in 2022-23 (Source - ET/ Industry reports on POSH compliance)

RESOURCE PERSON



Prof. Rajat Rashmi
CA, Trainer and Coach
Visiting Faculty, DSU SCMS PG
SHRM Certified PoSH trainer

HOST



Capt. A Nagaraj Subbarao, PhD
Professor of Strategy & Leadership
Dean - SCMS (PG Programs)
Dayananda Sagar University,
Bengaluru

 **SATURDAY,
22 AUGUST 2026**

 **09:30 AM - 04:30 PM**

 **Innovation Campus
Kudlu Gate, BLR - 68**

 Certificates will be provided by the university for all participants

 Includes Lunch and Tea coffee breaks

 **Fees:**
INR 1999/-
TAXI 500 OFF
INR 500 OFF

Supercharging India's AI Future with DSU.
INDIA'S AI-FIRST UNIVERSITY

For Bookings:

 **CONTACT US**

Prof. VV Rajan
Mob: 88861 86236
Email: vvr@dsu.edu.in

Join us to build safer workplaces and stronger organizations.
TOGETHER, WE CAN MAKE A DIFFERENCE.



SCMS RANKINGS

Karnataka State
B-School Ranking: A++



THE WEEK

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

THE TIMES
OF 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.

YOUNG MANAGER!

THE OFFICIAL NEWSLETTER OF SCMS

JULY 2026



Editorial Team Members

Tannishtha, Manish Bhat, Chandana PS, Preesha

Mentor - Dr Silky Sharma

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>