

YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

MAY 2026



Dear Readers,

Welcome to the MAY 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

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DEAN'S MESSAGE

CAPT. A. NAGARAJ SUBBARAO, PHD

Greetings! Esteemed Readers,

Welcome to the MAY 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.

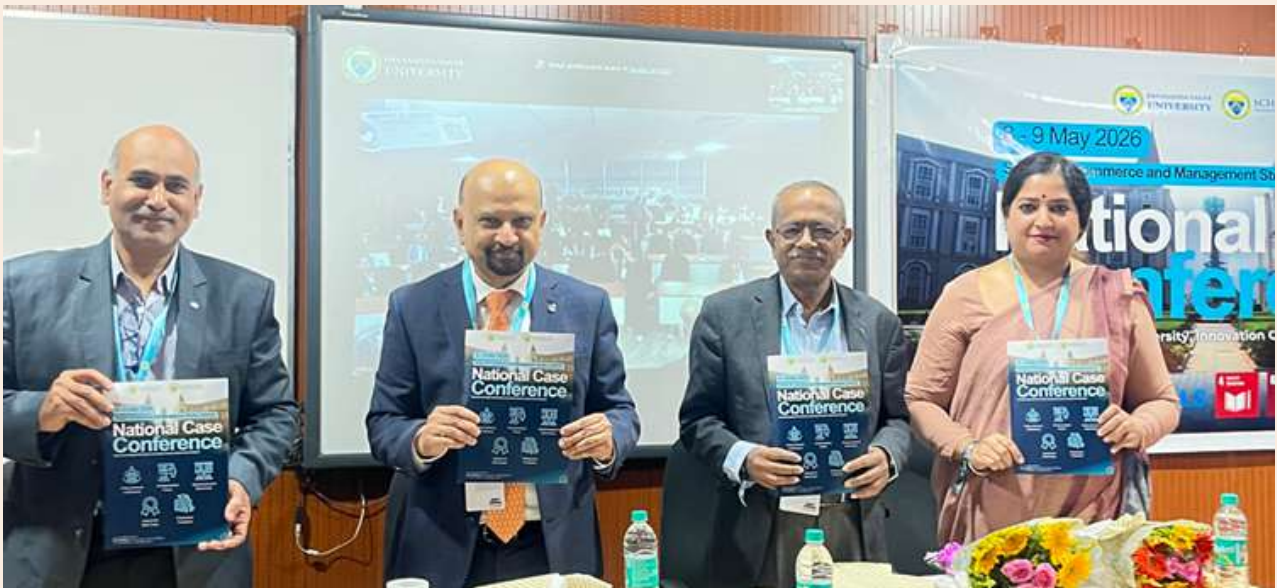
Mission: Why we exist?

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

SCMS NATIONAL CASE CONFERENCE 2026



The **SCMS National Case Conference 2026**, organized by the **Case Research Centre, Dayananda Sagar University**, held from **8-9th May, 2026**, brought together scholars, educators, and industry professionals from across the country. The inaugural day began with the unveiling of the conference brochure, marking the formal launch of the event. This was followed by an enlightening keynote address by **Ms. Vicky Lester** of The Case Centre, UK, who shared valuable insights into effective case writing, global best practices, and the evolving role of case-based pedagogy in management education.

The conference received an impressive 35 management case submissions spanning diverse themes and genres, showcasing the creativity, depth, and scholarly rigour of contributors. The submissions reflected a wide range of contemporary management issues and innovative approaches to case development.

Throughout the day, participants engaged in dynamic presentation sessions, stimulating discussions, and constructive peer feedback. These interactions provided a platform for meaningful knowledge exchange and collaborative learning, enriching the overall conference experience.

The strong participation and vibrant academic engagement witnessed on the opening day underscore the growing significance of case-based learning as a powerful tool for developing critical thinking, problem-solving abilities, and practical business acumen among future management professionals.

The conference continues to serve as a valuable forum for advancing excellence in case research and management education.

SCMS-PG ORGANIZED ALUMNI TALK ON SPECIALIZATION SELECTION FOR MBA 2ND SEMESTER STUDENTS



The **School of Commerce and Management Studies** at **Dayananda Sagar University** successfully organised the **Alumni Talk** on MBA Specialisation on **May 20, 2026**, to help students gain clarity on the various specialisation options available in an MBA program. As per **Dean-SCMS Capt. (Prof.) A. Nagraaj Subbarao, PhD**, the session mainly focused on providing **practical insights** into domains such as Finance, Marketing, Human Resource, Supply Chain Management, AI, Entrepreneurship, and Business Analytics.

The session was coordinated by **Dr. Silky Sharma** and was enriched by the presence of **Mr. Shashank M, CGI India, HRBP- Volvo** (client) as the guest speaker for MBA Batch 2025-2027 2nd Semester students brings valuable insights of the real-world relevance and scope of different specializations in today's competitive business environment. During the session, alumni of MBA Batch 2022-2024, Mr. Shashank M shared their academic experiences, career journeys, industries expectations, and the opportunities associated with each specialization. They also explained the skills required in different fields and highlighted the challenges and growth prospects available in the corporate world.

INAUGURATION CEREMONY OF THE CENTRE OF EXCELLENCE IN LEADERSHIP & INDIAN KNOWLEDGE SYSTEMS



We are thrilled to announce the inauguration of the **Centre of Excellence in Leadership & Indian Knowledge Systems** at the **School of Commerce & Management Studies, DSU** — held on **23 May 2026** at our Innovation Campus, Bengaluru.

The event brought together distinguished voices to explore how India's ancient wisdom traditions can enrich modern management and leadership education:

- ♦ **Dr. B S Satyanarayana (Vice Chancellor, DSU)** drew compelling parallels between Vedic knowledge and Artificial Intelligence, invoking the timeless guru-shishya relationships of Dronacharya–Ekalavya and Krishna–Arjuna.
- ♦ **Shri Ashish Agnihotri (ISKCON Bengaluru)** shared insights from the Bhagavad Gita on how leaders can transcend lamenting, fear, and hankering to act with clarity and purpose.
- ♦ **Prof. Ramesh Nagasamudram** delivered an inspiring inaugural lecture connecting IKS frameworks — from Krishna's strategic genius to the Vedic learning curve — with modern management tools.

INAUGURATION CEREMONY OF THE CENTRE OF EXCELLENCE IN LEADERSHIP & INDIAN KNOWLEDGE SYSTEMS



The event also marked the signing of a landmark **MoU** between **DSU** and **ISKCON Bengaluru**, strengthening our commitment to value-based, culturally rooted education.

The Centre is envisioned as a vibrant platform for **research**, **leadership development**, and the **promotion** of Indian Knowledge Systems in management education.

MOVIE CLUB EVENT - CREATIVE FLIX -MANAGEMENT CONCEPTS THROUGH MEMES



The SCMS Movie Club – FLIX successfully organized the event- "Creative Flix: Management Concepts through Memes" on 23rd May 2026. The event provided a unique platform for students to showcase their understanding of business and management concepts through creative memes and short videos. The competition invited participants to present management theories, business challenges, and organizational issues in an engaging and humorous format. A total of 16 teams registered for the event, making it a vibrant and highly competitive contest. The event was filled with fun, laughter, and creativity as students demonstrated their innovative thinking and ability to communicate complex management concepts through relatable and entertaining content. The participants impressed the audience with their originality, wit, and creative storytelling. The event successfully blended learning with entertainment, encouraging students to explore management concepts from a fresh and creative perspective while fostering teamwork and innovation. The event was coordinated by Dr. Navita Vijay, faculty coordinator and Sharat Naganur, student lead coordinator SCMS-PG Movie Club.



As part of the Alan Turing Session, the Faculty at SCMS PG attended an insightful session by Mr. Gireesh Sreedhar, Senior DSA – AI & GenAI, Data, Databricks on 30th May 2026 between 2:00PM to 3:30PM. The session focused on how organizations can successfully navigate AI-driven transformation and evolve into AI-enabled enterprises. Drawing from industry experience and real-world examples, Mr. Sreedhar highlighted the critical role of leadership in driving AI adoption, managing organizational change, and fostering a culture of innovation.

Participants explored key aspects of AI transformation, including change management strategies, workforce readiness, stakeholder alignment, and the importance of integrating AI into business processes to enhance efficiency and decision-making. The discussion also emphasized the need for leaders to balance technological advancement with organizational adaptability and employee engagement.

The session provided valuable perspectives on how organizations can move beyond experimentation and strategically scale AI initiatives to create sustainable business impact, making it one of the most engaging and practical segments of the program.

MANAGEMENT DEVELOPMENT PROGRAM (MDP): STRATEGIC LEADERSHIP IN THE AI ERA



The Management Development Program on Strategic Leadership in the AI Era brought together professionals, academicians, and industry leaders to explore the transformative impact of Artificial Intelligence on leadership and organizational strategy.

The program commenced with an inaugural address by Capt. A Nagaraj Subbarao, who introduced participants to the concept of the AI-Augmented Leader. Prof. Amit Sinha subsequently conducted sessions covering the fundamentals of AI, Machine Learning, Deep Learning, Generative AI, and Agentic AI, followed by discussions on leadership communication, strategic decision-making, and practical AI use cases. Mr. Gireesh Sreedhar from Databricks delivered an industry-focused session on leading AI-driven organizational transformation and change management strategies for building AI-enabled enterprises. The program concluded with Prof. Mohan Srinivasan's session on Responsible AI, governance frameworks, ethics, and risk management. The event encouraged active discussions, peer learning, and networking among participants from diverse sectors and experience levels.

CAREER MAPPING AND MENTORSHIP PROGRAM – ALUMNI INTERACTION



The School of Commerce and Management Studies (SCMS), Dayananda Sagar University, through its Student Advisory & Career Services Cell, successfully organized a Career Mapping and Mentorship Program for MBA students on 30 May 2026 at the Innovation Campus, Kudlu Gate, Bengaluru.

The session featured distinguished alumni Ms. Sheetal Inani, Client Support Analyst, StoneX Group Inc., and Ms. Ashwini S, TMS Specialist, StoneX Group Inc., who interacted with MBA students and shared valuable insights from their professional journeys. The program was coordinated by Dr. Pavithra Salanke, Associate Professor, and Prof. Jayashree N, Assistant Professor, SCMS-PG.

The interaction focused on helping students understand StoneX Group Inc's expectations, career planning strategies, workplace readiness, professional competencies. The alumni shared practical experiences on transitioning from academia to corporate life, building professional networks, enhancing employability skills, and navigating career growth pathways. Students actively participated in the discussion, engaging with the speakers on topics such as career progression, industry trends, skill development, professional certifications, and workplace adaptability. The session served as an excellent platform for bridging the gap between academic learning and company requirements.

UPDATES FROM OUR NATION

D.K. Shivakumar Set to Become Karnataka Chief Minister

Following the resignation of Siddaramaiah, D.K. Shivakumar was chosen to take over as the new Chief Minister of Karnataka. His swearing-in ceremony was scheduled for June 3 at the Glass House in Lok Bhavan, Bengaluru.



General N.S. Raja Subramani Takes Charge as CDS

General N.S. Raja Subramani was appointed as India's new Chief of Defence Staff, bringing extensive expertise in regional security dynamics. His primary mandate is to execute the military's ambitious theaterisation plan to improve operational efficiency.



Technical Glitches Disrupt CUET-UG 2026 Exams

The Common University Entrance Test (CUET-UG) was marred by severe technical issues at multiple centers. The administrative failures drew sharp political backlash from opposition leaders regarding the handling of the national education system.



Assam Passes the Uniform Civil Code Bill

The Assam Assembly passed the Uniform Civil Code (UCC) Bill, 2026, which establishes a common legal framework for marriage, divorce, and inheritance. With this move, the new law notably excludes Scheduled Tribes, who constitute roughly 12.45% of the state's population.



UPDATES FROM CORPORATE WORLD



India Inc prepares for the New Labour Code

Companies across India are restructuring payroll, compliance systems, and HR policies as the new labour codes move closer to implementation. ET highlighted that while the reforms improve ease of doing business in the long run, the transition will be challenging for firms operating across multiple states.



Global Companies Bring More Work In-House at India GCCs

Multinational corporations are increasingly shifting core engineering, product development, and analytics work to their India centres. AI-driven productivity is reducing dependence on traditional outsourcing models.



India's IT Industry Faces Talent Glut

ET reported a sharp rise in IT job seekers, driven by restructuring, layoffs, and AI adoption. Recruiters are receiving far more applications per role than in previous years.



Emerging Cities Become New GCC Hubs

Companies are expanding beyond Bengaluru, Hyderabad, and Mumbai into emerging cities to access talent and lower operating costs. This is becoming a major corporate location strategy trend.

UPDATES FROM AROUND THE WORLD



Global Growth Slows as War Fuels Inflation

The ongoing Middle East conflict triggered an energy crisis, increasing oil and transportation costs worldwide. Manufacturing and services activity weakened across several major economies, raising fears of slower global growth and higher inflation. Central banks face a difficult choice between controlling inflation and supporting economic growth.

US Manufacturing Hits Four-Year High

Despite global uncertainty, U.S. manufacturing activity reached its highest level in four years. Companies increased inventories to protect themselves against supply-chain disruptions and future price increases caused by geopolitical tensions.

Why It Matters



G7 Nations Challenge China's Economic Influence

The G7 nations criticised "economic coercion" through export restrictions, particularly concerning critical minerals and rare earth supplies. Although China was not named directly, the statement was widely viewed as a response to Beijing's control over key resources used in electronics, EVs, and defence industries.



US Trade Deficit Narrows on Strong Exports

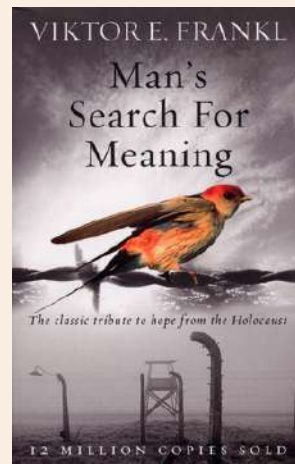
The U.S. goods trade deficit narrowed as exports grew faster than imports. Strong export performance provided a positive signal for economic growth and international trade despite ongoing geopolitical uncertainty.



BOOK REVIEW



MAN'S SEARCH FOR MEANING



Reading *Man's Search for Meaning* is less like reading an academic psychology paper and more like having a quiet, intense conversation with someone who has stared into the absolute worst of humanity and come out with hope.

It is a short, punchy book—usually under 150 pages—but it feels incredibly heavy because of its honesty. The first half of the book is tough to read, but you cannot look away. Frankl does not write about the concentration camps like a historian counting dates and numbers. He writes like a scientist observing his own mind and the minds of his fellow prisoners.

The Brutal Truth: He shows how quickly human beings strip away everything—dignity, hygiene, manners—just to survive on a piece of bread.

The Shift in Focus: As a reader, you expect a story of pure despair. Instead, Frankl shifts your focus to the tiny, beautiful moments that kept people alive: a sunset seen through barbed wire, a memory of a wife's smile, or a joke shared in secret.

The second half shifts into his psychology theory, Logotherapy. While the first half is emotional, this half is practical.

No Toxic Positivity: Frankl does not tell you to "just smile" or "be happy." He openly says that life includes suffering.

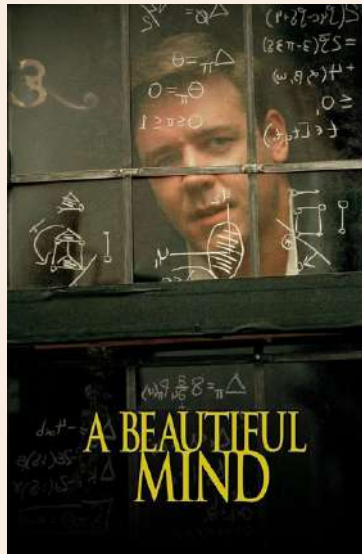
The Power of 'Why': His entire argument balances on a famous quote he borrows from Nietzsche: "He who has a why to live for can bear almost any how."

If you strip away the psychology terms, the book leaves you with one unforgettable truth: You cannot control what happens to you in life, but you are 100% in control of how you choose to respond. It takes away your excuses and replaces them with responsibility.

The Reader's Takeaway: It makes your own daily complaints—traffic, a bad day at work, a rude email—feel incredibly small, yet it never makes you feel guilty for struggling. It just gives you perspective. It forces you to realize that life is not asking you what it can give you; rather, life is asking you what you are going to bring to the table.

MOVIE REVIEW

A BEAUTIFUL MIND



A Beautiful Mind functions as a brilliant psychological thriller that completely redefines the biographical genre. For the first half of the film, the audience is entirely embedded in John Nash's world, fully believing in his secret government missions and his close friendships. When the narrative shifts and reveals that major characters are actually vivid hallucinations, the viewer experiences a profound sense of shock and disorientation. By forcing the audience to share Nash's delusions before pulling the rug out, the movie successfully builds an unmatched level of empathy for the terrifying reality of living with paranoid schizophrenia.

Beyond the mental health narrative, audiences are deeply moved by the film's intense emotional core, driven by the relationship between John and Alicia. Jennifer Connelly's portrayal captures the raw exhaustion, fear, and unwavering loyalty of a caregiver, preventing the film from feeling like a cold medical study. On a second viewing, the movie transforms into an intricate puzzle; viewers find immense satisfaction in spotting the clever cinematic clues hidden in plain sight, such as the fact that no other characters ever interact with or even look at Nash's imaginary companions.

However, looking at the film critically, some viewers find that it applies a heavy "Hollywood filter" to a complex reality. The script heavily sanitizes Nash's actual life, completely omitting his divorce, his child born out of wedlock, and his complex sexuality to deliver a cleaner, more conventional romance. Additionally, math enthusiasts often note that the film prioritizes visual metaphors—like glowing patterns on a window—over a genuine explanation of game theory. Despite these narrative shortcuts, the film remains a crowd-pleasing masterpiece for viewers because it prioritizes human emotion and cinematic suspense over a rigid, documentary-style recount of history.

UPCOMING EVENTS

**DAYANANDA SAGAR
UNIVERSITY**

**SCHOOL OF
COMMERCE & MANAGEMENT STUDIES**

SCHEDULE Innovation Campus, Kudlu Gate
Dr. Tay Huay Ling**CONTACT US** 96630 02067 ramyashree-scms@dsu.edu.in <https://www.dsu.edu.in>Hosted by:
Capt. A Nagaraj Subbarao, PhD
Professor of Strategy & Leadership
Dean - SCMS (PG Programs), Dayananda Sagar University, Bengaluru

**DAYANANDA SAGAR
UNIVERSITY**

**SCHOOL OF
COMMERCE & MANAGEMENT STUDIES**

Session Moderators**Capt. A Nagaraj Subbarao, PhD**
Professor of Strategy & Leadership
Dean - SCMS (PG Programs), Dayananda Sagar University, Bengaluru**Prof. Reshmi Raghavachari**
Professor of Practice - HR**Prof. MG Raguraman**
Adjunct Faculty, DSU CEE
President, ICF - Bengaluru Chapter, Former CIO - Mphasis**Why should you sign up?** Date: 27 Jun, 2026
TIME: 11 AM to 5 PM Innovation campus,
Kudlu Gate**Engineer Your Future****₹ INR 1,000 per participant****CONTACT US**
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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.

YOUNG MANAGER!

THE OFFICIAL NEWSLETTER OF SCMS

MAY 2026



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Dean - MBA: 080 4909 2931

<https://www.dsu.edu.in/commerce-management/mba>