



School of Commerce &amp; Management Studies

# YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

AUGUST 2025



Dear Readers,

Welcome to the AUGUST 2025 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

- CASE ANALYSIS BY PROF. JALAN
- INDUSTRY VISIT TO TVS & BEML
- MDP ON GEN AI IN BUSINESS
- A TALK BY ENTREPRENEUR -MR C.K. KUMARAVEL
- STUDENT ACHIEVEMENT-  
SREELEKHA & SRI SIVANI (MBA)
- 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 AUGUST 2025 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.

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

**PETER DRUCKER**

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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.**

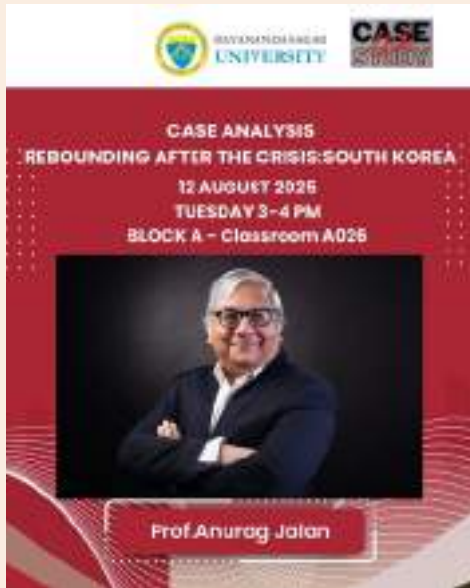
## **Mission: Why we exist?**

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 CASE CENTRE ORGANIZES INSIGHTFUL CASE ANALYSIS "REBOUNDED AFTER CRISIS: SOUTH KOREA" BY PROF. ANURAG JALAN FOR MANAGEMENT FACULTIES



SCMS Case Centre had the privilege of hosting an engaging and thought-provoking lecture on 12th August 2025 by esteemed Prof. Anurag Jalan, centered on the featured case study "Rebounding After Crisis: South Korea". Known for his dynamic teaching style and deep industry insights, Prof. Jalan brought the case to life by blending theory, real-world examples, and interactive discussions.

The session opened with a succinct overview of the case context, setting the stage for participants to critically examine the challenges and opportunities faced by the protagonist. Prof. Jalan encouraged faculties to go beyond surface-level analysis and adopt a multi-dimensional approach, integrating perspectives from strategy, marketing, operations, and leadership. Throughout the discussion, he posed probing questions, prompting the audience to think strategically and consider the broader implications of their recommendations. His emphasis on data-driven decision-making, stakeholder alignment, and the importance of adaptability in uncertain business environments resonated strongly with attendees. All the faculties appreciated the balance between conceptual clarity and practical application, as Prof. Jalan skillfully drew parallels between the case study's themes and contemporary business scenarios. The interactive format fostered peer-to-peer learning, while his constructive feedback guided faculties toward sharper, more evidence-based conclusions.

The discussion concluded with key takeaways on structured problem-solving, critical thinking, and the value of diverse viewpoints in case analysis. Overall, it was an intellectually stimulating experience that not only deepened understanding of the case but also honed essential managerial skills. The Case Centre at SCMS looks forward to more such enriching engagements in the future.

**INDUSTRY VISIT TO TVS MOTOR COMPANY (THREE – WHEELER PLANT)  
26TH & 29TH AUGUST 2025**



The School of Commerce and Management Studies (SCMS) at Dayananda Sagar University organized an Industry Visit to TVS Motor Company on 26th and 29th August, 2025 for the 2nd Semester students of MBA course. The objective of the visit was to bridge classroom learning with practical industry exposure and to gain insights into the functioning of a leading automobile manufacturing unit.

During the visit, students were oriented on the history and growth of TVS Motor Company, followed by a guided tour of the 3-wheeler production line. The visit provided a detailed understanding of manufacturing operations, quality control processes, lean management practices, supply chain coordination, and safety standards maintained at the plant. The visit was facilitated by Saba Samreen, who is IVIP lead in TVS Motor Company.

Students also observed the integration of technology, automation, and sustainability practices in the production process. The interaction with the plant officials enriched their knowledge of operations management, logistics, and workforce efficiency, which are critical components in management studies.

Overall, the industry visit proved to be an enriching learning experience, linking theoretical concepts with real-time industrial practices. It not only enhanced students' understanding of the automobile sector but also highlighted the role of effective management in large-scale manufacturing.

We thank our Dean, Prof. Capt. Nagaraj Subbarao, Ph.D. for nurturing the experiential learning through such industry visits.

## INDUSTRY VISIT TO BEML LTD. ON 30TH AUGUST 2025



The School of Commerce and Management Studies (SCMS) at Dayananda Sagar University organized an Industry Visit to BEML Limited, Bangalore, on 30th August 2025. The industry visit is organised as a part of their practical learning and industry exposure program. The visit was organized to provide students with insights into the functioning of a leading public sector company engaged in manufacturing equipment for sectors such as defence, mining, construction, and rail.

During the visit, students were given an overview of the company's history, operations, and strategic role in national development. They observed the state-of-the-art manufacturing processes and assembly lines, which demonstrated the integration of advanced technology and quality standards in heavy engineering. The interaction with company officials offered valuable knowledge on operational efficiency, supply chain management, and the challenges of operating in a highly competitive and technology-driven environment.

This visit not only enriched the students' understanding of industrial practices but also bridged the gap between classroom concepts and real-world applications. The experience was highly beneficial in strengthening their managerial perspectives and will contribute significantly to their academic and professional growth.

We thank our Dean, Prof. Capt. Nagaraj Subbarao, Ph.D. for nurturing the experiential learning through such industry visits.

## SCMS DSU HOSTS BUSINESS STANDARD INSIGHT TALKS WITH RENOWNED ENTREPRENEUR MR C.K. KUMARAVEL ON 7TH AUGUST



On August 7, 2025, School of Commerce and Management Studies, Dayananda Sagar University as a part of COPE- Entrepreneurship under Distinguished Speaker Series hosted an inspiring edition of the Business Standard Insight Talks series with renowned entrepreneur and co-founder of Naturals Salon & Spa, Mr. C.K. Kumaravel, as the chief guest. With his trademark wit and humour, Mr. Kumaravel shared his entrepreneurial journey, highlighting how his wife founded Naturals and how he joined her vision as a co-founder. He also spoke about his father's pioneering role in introducing the sachet revolution in India, which reshaped the FMCG sector.

Emphasizing the importance of rational decision-making, he reminded students that entrepreneurship is all about solving real-world problems and serving society. In a fireside chat with Dean- SCMS, Capt. A. Nagaraj Subbarao, PhD about his earlier brand 'Velvet,' Mr. Kumaravel confidently stated, "It didn't fail - it was a learning experience." He also spoke about four women who shaped his life and played a significant role in his life to achieve success: his mother, his wife, his teacher during college days, and Ms Anita Roddick, founder of The Body Shop. Addressing the young student entrepreneurs in the audience, he remarked that disruption in any industry often comes from an outsider. To support this, he cited examples of visionary Indian and global entrepreneurs including Elon Musk, the founder of Tesla, Nykaa's Falguni Nayar, and Zomato's Deepinder Goyal, each of whom challenged the norm and transformed their sectors. The session featured an engaging Q&A round with students towards the end.

**SCMS DSU HOSTS BUSINESS STANDARD INSIGHT TALKS WITH RENOWNED  
ENTREPRENEUR MR C.K. KUMARAVEL ON 7TH AUGUST**



The School of Commerce and Management (PG), Dayananda Sagar University, under the banner of "Centre for Proficiency Enhancement (COPE) for Digital Transformation and Technology", successfully organized a Management Development Programme (MDP) on Generative AI on 30th August 2025 (Saturday).

As per Dean- SCMS, Capt. A. Nagaraj Subbarao (PhD), the session was focussed on Empowering Working Professionals with Generative AI and Gen AI in Business: Learn, Create, Transform. The programme witnessed the participation of more than 25 professionals from diverse industries, creating a vibrant learning environment. The sessions were highly interactive and practice-oriented, with a strong emphasis on hands-on training. Prof. Amit Sinha and Prof. Mohan served as the resource persons, delivering impactful sessions that demonstrated real-world applications of Generative AI in business contexts. The participants expressed their appreciation for the insightful sessions and practical exposure, making the MDP a resounding success.

The MDP was coordinated by Dr. S. Sai Ganesh, who ensured the smooth execution of the event. Dr. Silky Sharma gracefully anchored the sessions as the Master of Ceremony, keeping the program engaging and well-structured.

## STUDENT ACHIEVEMENT

### SREELEKHA & SRI SIVANI RECOGNISED & AWARDED BY BUSINESS STANDARD



SCMS MBA students - Ms Sreelekha P A and Ms S. Sri Sivani won Business Standard Star Campus Reporter award for the month of June. The awards were presented together by Dean Capt. A Nagaraj Subbarao, PhD and Mr. CK Kumaravel, along with the Business Standard team composed of Deputy General Manager-Market Development - Mr. S Jayaraam, to winners for their consistent and exceptional campus reporting skills throughout. The event concluded with a vote of thanks by Dr. Silky Sharma and smoothly coordinated by Prof. Mohan Srinivasan, and MBA student coordinators Ms Spoorthi and Mr Adithya K.

## UPDATES FROM OUR NATION



### Industrial Output Rebounds 5.2% in August 2025

India's industrial production rose by 5.2% in August, marking a strong recovery after months of sluggish growth. The rebound was driven by a surge in manufacturing and electricity output, alongside a moderate uptick in mining activity. Economists attribute the improvement to increased consumer demand and government-led infrastructure spending. However, they caution that sustained growth will depend on stable export demand and easing input costs in the coming quarters.

### RBI Maintains Policy Rates Amid Record-Low Inflation

The Reserve Bank of India (RBI) kept key policy rates unchanged in its August monetary policy review, even as retail inflation continued to remain below its 2–6% target band. Governor Shaktikanta Das stated that the central bank would prioritize growth while remaining vigilant about inflation risks. Economists interpret the decision as a signal of RBI's cautious optimism, noting that a rate cut could be considered later if deflationary trends persist.



### Monsoon Deficit Raises Crop Yield Concerns

With the southwest monsoon showing a 12% rainfall deficit by the end of August, farmers across parts of Maharashtra, Karnataka, and Gujarat are reporting stress on key crops like pulses, cotton, and sugarcane. The Agriculture Ministry has warned of possible yield reductions if rains do not improve in September. Experts fear that lower crop output could reverse the recent decline in food inflation, impacting rural incomes and consumer prices later this year.

### Tech Startups See Record Funding Despite Global Slowdown

India's technology startup ecosystem defied global trends in August, securing nearly \$1.8 billion in venture funding—the highest monthly inflow this year. Fintech, AI, and cleantech ventures led the surge, with multiple early-stage deals indicating renewed investor confidence. Analysts say government incentives and India's expanding digital economy have strengthened startup resilience. However, they also caution that funding remains concentrated in top-tier cities like Bengaluru, Delhi-NCR, and Mumbai.



## UPDATES FROM CORPORATE WORLD



### **Reliance Jio Prepares for IPO**

Reliance Industries is reportedly gearing up to list Reliance Jio, its telecom business, in the next few months. Economic Times reports that the IPO could be one of the largest in Indian history, appealing to global as well as domestic investors. For the investment bankers, such mammoth-sized IPOs are once-in-a-lifetime deals. They involve valuation, book-building, pitching to investors, and financial modeling in the best sense possible.



### **Global Markets React to US Fed Minutes**

Around the world, the US Federal Reserve minutes reflected a cautious outlook on inflation, with implications for potential timing delays for rate cuts. According to Reuters, this caused instability in equity and bond markets worldwide, with even emerging economies like India being affected through foreign institutional flows. Global monetary policy determines flows of capital into India and other markets. Investment banks must keep track of these movements because foreign outflows and inflows can break or make capital-raising attempts.



### **Adani Enterprises Boosts Aviation MRO with Indamer Technics Acquisition**

Adani Enterprises is making waves in the aviation sector. Its subsidiary, Adani Defence & Aerospace, has partnered with Prime Aero to acquire a 100% stake in Indamer Technics, a leading aircraft maintenance, repair, and overhaul (MRO) company. This strategic move aims to strengthen Adani's footprint in India's rapidly growing aviation industry, positioning the company for significant growth.



### **Infosys Transforms ABN AMRO's Lending with nCino Platform**

Infosys has successfully implemented the nCino platform for ABN AMRO, revolutionizing the bank's lending processes. This particular collaboration highlights Infosys' expertise in delivering cutting-edge digital solutions, potentially boosting its reputation in the global fintech space while thriving towards its business objectives.

# UPDATES FROM AROUND THE WORLD



## AI-Driven M&A: UBS Report Shows Record Deal Value

According to a recent [UBS report](#), AI-related M&A activity has already reached \$170 billion globally in 2025, making it one of the fastest-growing deal segments. Companies are acquiring AI startups for predictive analytics, risk management, and automation technologies. M&A advisory roles now require a strong understanding of tech valuations and financial modeling of intangible assets like intellectual property and data-driven revenue models.

## Can the Asia-Pacific Region Deliver Clean, Affordable Energy by 2030?

Asia and the Pacific, driving global energy demand, now face the challenge of achieving clean, affordable, and sustainable energy (SDG 7) amid fossil fuel dependence and inequalities. While progress in renewables, regional cooperation, and electrification is evident, clean cooking and energy efficiency lag behind.



## Ukraine: 'Diplomatic momentum' at risk amid large-scale Russian strikes

UN official Miroslav Jenča warned that Russia's intensified attacks on Ukrainian civilians threaten to derail ongoing peace efforts. Recent strikes across Ukraine killed at least 23 people, including children, and caused widespread destruction. He urged all parties to de-escalate immediately and pursue inclusive diplomacy toward a lasting, just peace.

## UN chief calls for justice and 'real change' for people of African descent

UN Secretary-General António Guterres, on the International Day for People of African Descent, called for justice, dignity, and equality. He highlighted the ongoing impacts of slavery and racism while urging action through the 2024 Global Digital Compact. The second International Decade (2025–2034) aims to advance recognition, justice, and development for people of African descent.



# 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.

# UPCOMING EVENTS

**BRIDGE COURSE PROGRAM**  
MBA (2025 -2027)

**CAPT. A. RAJAGOPAL SANKARAN** PhD  
PROFESSOR OF STRATEGY & LEADERSHIP  
SCMS - COIMBATORE

**PROF. ROBERT - MICHAEL DUFF** IN  
REGIONAL VP - (SOUTH ASIA)

September 2024 - 2025  
SCMS - COIMBATORE

**Deemed to be University**  
SCMS - 1

**FROM CAMPUS TO CREATION:**  
**INDIA'S FIRST 3-D PRINTING OEM**  
A STUDENT ENTREPRENEUR'S JOURNEY

**SPEAKER**  
**VIDAY RAGHAV VARADA**

**09 SEP 7.00 PM**  
Sales: <http://scms.coimbatore.in/EP>

**Kickstarting Your B-School Journey**  
MBA 2025-2027  
10 HOURS BRIDGE COURSE MODULE

**PROGRAM HIGHLIGHTS:**

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

**Starts from 12<sup>th</sup> September 2024**  
**Deemed to be University**  
Gallery 3

**SCMS - COIMBATORE**  
PROF. R. S. JAYAKUMAR  
MANAGEMENT FACULTY (SCMS - 1)

**Alumni Panel Discussion at SCMS-PG**

**CAPT. A. RAJAGOPAL SANKARAN** PhD  
PROFESSOR OF STRATEGY & LEADERSHIP  
SCMS - COIMBATORE

**MODERATOR**  
**DR. P. S. JAYAKUMAR**  
MANAGEMENT FACULTY (SCMS - 1)

**Panelists:**

- DR. SUDHAKAR**  
ALUMNI (2004-2006)  
SCMS - PG
- Vijayendra Srinivasan - Founder**  
Business Systems Analyst  
TCS
- Subash Chandra - Founder**  
Project Management Consultant  
PMSC (Global Services)

**24<sup>th</sup> September 2024**  
**SCMS - PG**  
**Deemed to be University**  
Gallery 3

**2025 NATIONAL Conference**  
Transforming Business and Society -  
Innovation, Leadership and  
Sustainability Practice

**BEST PAPER AWARDS**

**CASH PRIZE UPTO INR 50,000+**

**DATES TO REMEMBER: 2025**

- Abstract submission last date: **1<sup>st</sup> October**
- Full paper submission last date: **15<sup>th</sup> October**

**NOVEMBER 27-28, 2025**  
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**FOR MORE:**  
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**MANAGEMENT DEVELOPMENT PROGRAM (MDP)**  
ON  
**WOMEN LEADERSHIP**

**Dr. Sankar Sankar**  
SCMS - PG

**Dr. Sankar Sankar**  
SCMS - PG

**Dr. Sankar Sankar**  
SCMS - PG

# SCMS RANKINGS

Karnataka State

B-School Ranking: A++



Top B Schools South  
India - 17

14th Emerging B School  
in India



- Private B School  
Bangalore- 05
- Private B School  
South Zone - 15

**Outlook-Icare India**  
**MBA RANKINGS**



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



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THE OFFICIAL NEWSLETTER OF SCMS

AUGUST 2025



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