



School of Commerce & Management Studies

YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

SEPTEMBER 2025



Dear Readers,

Welcome to the SEPTEMBER 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

- MDP ON WOMEN LEADERSHIP
- FACULTY ACHIEVEMENT- DR SILKY SHARMA
- BRIDGE PROGRAM- MBA 2025-2027
- ALUMNI PANEL DISCUSSION
- INDUSTRY SESSION- PROBLEM SOLVING
- 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 SEPTEMBER 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.

**"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

MBA BRIDGE COURSE INAUGURATION



The MBA Bridge Course for the 2025–2027 batch was inaugurated on **8th September 2025** at the School of Commerce and Management Studies, Dayananda Sagar University. The program commenced with a welcome address by **Dean Capt. A. Nagaraj Subbarao**, who warmly greeted the new students and highlighted the significance of the bridge course in preparing them for the rigors of the MBA program.

The session was graced by the **Chief Guest, Mr. Sanjay N, Regional Vice President at Salesforce**, who delivered the keynote address. In his inspiring speech, Mr. Sanjay emphasized the role of **technology, innovation, and leadership** in shaping future business leaders. He motivated students to leverage this learning opportunity to build strong foundations for their academic and professional journey.

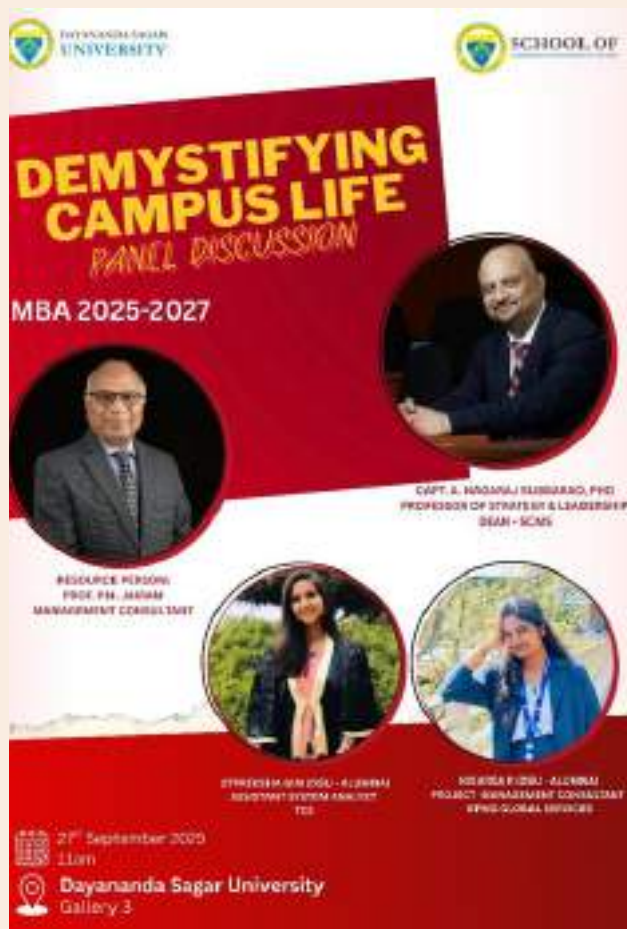
Following the keynote, the participants engaged in **high tea** and **networking**, providing an opportunity for students and faculty to interact and build connections. This was followed by a detailed session on **“The MBA Program: Expectations and Responsibilities,”** which guided students on their academic journey ahead. The program concluded formally with a vote of thanks, acknowledging the presence of dignitaries, faculty, and students.

In the afternoon, an **ice-breaking session** was organized to foster interaction and camaraderie among the new batch, ensuring a smooth beginning to their MBA journey.



KICKSTARTING YOUR B-SCHOOL JOURNEY

BRIDGE COURSE MBA 2025-2027 FROM 16TH TO 27TH SEPTEMBER 2025



The School of Commerce and Management, Dayananda Sagar University, organized a 10-hour intensive session as part of the MBA Bridge Course for the incoming batch of 2025-27. The program was conducted between **16th September and 27th September** with the objective of preparing students for their academic journey and future career pathways.

The sessions featured a blend of interactive talks, workshops, expert lectures, and panel discussions, covering key themes such as personal branding, goal setting, and identifying career opportunities across diverse industries. The resource person for the session was **Prof. P. N. Jairam**, an experienced **Management Consultant, certified Project Management Professional (PMP), PMI Agile Certified Practitioner (ACP)**, and visiting international faculty at Dayananda Sagar University. His expertise provided students with practical insights on management practices, leadership, and professional development.

A special highlight was the Panel Discussion presented by the university's alumni, **Ms. Utpreksha (System Analyst, TCS)** and **Ms. Nisarga (Project Management Consultant, KPMG)**, who shared their corporate experiences and offered valuable advice to the students on navigating professional challenges, networking, and building successful careers. The event not only motivated students but also bridged the gap between academic learning and industry requirements.

The sessions were effectively coordinated by **Prof. Navita Vijay**, ensuring seamless organization and active student engagement throughout the program. Overall, the Bridge Course session proved to be a fruitful learning experience, equipping students with essential skills, clarity of goals, and confidence to embark on their MBA journey.



KICKSTARTING YOUR B-SCHOOL JOURNEY
BRIDGE COURSE MBA 2025-2027 FROM 16TH TO 27TH SEPTEMBER 2025



INDUSTRY TALK ON CAREER PROSPECTS FOR MBA GRADUATES BY MR. JAYARAAM S, DEPUTY GENERAL MANAGER - BUSINESS STANDARD



The School of Commerce & Management Studies (SCMS) at Dayananda Sagar University (DSU) hosted an Industry Guest Talk on Career Prospects for MBA students by **Mr. Jayaraam S, Deputy General Manager - Business Standard** on Wednesday, **24th September 2025**, from 10:30 AM to 11:30 AM. The event took place at Block A, Innovation Campus, Kudlu Gate, Bengaluru, and featured.

Capt. A. Nagaraj Subbarao, PhD, Dean of SCMS, hosted the session, while **Prof. Mohan Srinivasan**, Head of COPE (Digital Transformation), served as the faculty coordinator.

Mr. Jayaraam emphasized the value of using social media productively, advising students to connect with prospective employers via LinkedIn. He encouraged active participation as campus reporters for Business Standard to gain visibility and urged students to take part in the case study competitions hosted by Business Standard, which offer both recognition and prizes. This event provided students with actionable insights and opportunities to enhance their professional presence and career prospects.

From a strategic perspective, students gained hands-on insights into effective networking, career positioning, and use of digital platforms for professional advancement. Engagement in campus reporting and case competitions provided real-world exposure, enhancing employability and strategic thinking skills.



MDP ON WOMEN LEADERSHIP



Dayananda Sagar University proudly hosted the **Management Development Program (MDP) on Women Leadership** on **27th September 2025**, at Block A, DSU Campus. The day-long program brought together aspiring and established women leaders from diverse professional backgrounds to strengthen their leadership capabilities.

The program focused on Leading Self and Leading others, building confidence, executive presence, emotional intelligence, and effective communication, and fostering inclusive leadership.

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 witnessed enthusiastic participation from 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.

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

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 witnessed active participation from MBA students and faculty members. Both the alumni members with handed over 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.



SCMS- PG ORGANIZES INDUSTRY LECTURE ON PROBLEM SOLVING



A dynamic industry lecture on problem solving, was delivered by **Mr. Srinivas T V, Founder and Principal Consultant of Lean6SigmaPro**, at the School of Commerce and Management Studies on **September 29, 2025**. Held at the Innovation Campus, Bengaluru, the session targeted MBA students and faculty, emphasizing practical strategies for tackling real-world challenges when standard Excel solutions fall short.

Mr. Srinivas introduced proven Lean Six Sigma methodologies, highlighting structured approaches to **identifying, analyzing, and resolving business problems**. The workshop was interactive, featuring exercises and case studies that helped participants grasp the importance of systematic problem-solving and critical thinking in professional environments.

Key takeaways included the value of problem-solving as a core leadership skill, its significance in fostering innovation, and its direct impact on career advancement and employability. The event, coordinated by Prof. Mohan Srinivasan and hosted by Capt. A Nagaraj Subbarao, PhD, received enthusiastic feedback for its hands-on learning approach and industry relevance.

**Dr SILKY SHARMA HONORED WITH GLOBAL WOMEN LEADERS
EXCELLENCE AWARD EDITION 09**



Dr. Silky Sharma, Faculty at the School of Commerce & Management Studies – PG, Dayananda Sagar University, has been honored with the **Global Women Leaders Excellence Award** at **The Global Excellence Awards – Edition 09**, organized by HR Success Talk on 13th September 2025 at Hotel The Chancery Pavilion, Bangalore.

Dr. Sharma has been recognized for her **outstanding contributions** in academia and the corporate world — through impactful research publications in **Scopus-indexed journals, book editing, mentoring, student learning & satisfaction, and academic excellence**. Her professional journey also shines in the industry, where she has successfully led **large-scale recruitment, onboarding, and employee lifecycle management** as an **HR generalist**.

This prestigious recognition celebrates her dedication, leadership, and commitment to shaping both the academic and corporate landscape.

Heartiest congratulations to Dr. Silky Sharma!

UPDATES FROM OUR NATION



PM Modi inaugurates BSNL's 'swadeshi' 4G network from Odisha

In a major boost to tele-communication infrastructure, Prime Minister Narendra Modi on Saturday 27th September inaugurated BSNL's 'Swadeshi' 4G stack, marking India's entry into a coveted league of nations that manufacture telecom equipment.



Karur stampede T.N. government to frame rules and guidelines for public events: CM Stalin

Days after a stampede at actor-politician Vijay's rally in Karur, which claimed 41 lives,, Tamil Nadu Chief Minister M.K. Stalin announced on Monday (September 29, 2025) that rules and guidelines would be framed for public events held by political parties and other organisations.



Battle for Asia Cup trophy continues even after final match

Devajit Saikia, the Board of Control for Cricket in India (BCCI) secretary, has condemned the act of the Asian Cricket Council (ACC) chairman Mohsin Naqvi taking the Asia Cup trophy along with him from the dais after India declined to accept it from him.



Government proposes sound alert system for all electric vehicles from October 2027

The Ministry of Road Transport and Highways has proposed making acoustic vehicle alerting system (AVAS) mandatory for all electric cars, buses and trucks with effect October 1, 2027, keeping road safety in mind.



ECI publishes 'final electoral roll' in Bihar ahead of Assembly polls

The Election Commission on Tuesday (September 30, 2025) announced that it has come out with the "final electoral roll" in Bihar, taking into account all the claims and objections to the draft lists, which were published as part of Special Intensive Revision (SIR).

UPDATES FROM CORPORATE WORLD



EU clears Mukesh Ambani-led Reliance's ₹855 Cr-JV with Zuckerberg's Meta

The European Union has approved the joint venture between Reliance Industries and Meta Platforms to develop AI solutions for enterprises. With Reliance holding a 70% stake and Meta 30%, the venture will invest ₹855 crore, utilizing Meta's Llama models and Reliance's reach to offer AI tools across sectors, focusing on an AI platform-as-a-service and pre-configured industry solutions.



Suzlon: Powering India's Renewable Future with Sustainable Innovation

At the World Leadership Forum (WLF), Suzlon reaffirmed its position as a pioneer in India's renewable energy landscape. With a strong commitment to sustainability, the company is driving the nation's clean energy transition through cutting-edge wind energy solutions and innovative practices.



Adani Group looks to invest USD 60 bn in power, RE sectors till FY32

Industrialist Gautam Adani-led Adani Group is looking to invest around USD 60 billion up to FY32 in power sector, especially in renewables, generation, and transmission/distribution. In an investor presentation, Adani Power said the group plans USD 21 billion investment by FY30 to scale up renewable energy capacity to 50 GW from 14.2 GW as of FY25.



SEBI gives Adani group a clean chit in Hindenburg Report case, group chairman tells US short-seller owes apology

SEBI dismissed Hindenburg Research's allegations against Gautam Adani and his group. The US firm alleged stock manipulation by Adani Ports and Adani Power. Hindenburg claimed Adicorp Enterprises routed funds to Adani Power. SEBI's investigation found no violation of Listing Agreement or LODR Regulations. The regulator concluded that transactions did not qualify as related party transactions.

UPDATES FROM AROUND THE WORLD



Nepal's 'Gen Z' protests & resignation of Prime Minister

Young protesters across Nepal demonstrated against corruption, nepotism, and a ban on many social media platforms. The protests culminated in storming of the parliament and the resignation of PM K. P. Sharma Oli. Following mass "Gen Z" protests over corruption, restrictions, and governance in Nepal, K. P. Sharma Oli resigned and Sushila Karki was named the first female PM of Nepal.

China's Victory Day Parade & summit in Beijing / Tianjin

China held its largest military parade on September 3 to mark 80 years since Japan's WWII surrender, attended by over 20 world leaders. Just before that, the Tianjin summit (end of August / start of September) was used by China to project a vision of a multipolar world and challenge Western dominance. These events were symbolic gestures reinforcing China's ambitions in global order and soft power.



U.S. Tariffs on India Intensify, Stirring Economic and Diplomatic Ripples

In September 2025, the United States escalated its trade pressure on India by imposing a 50% tariff on select Indian goods, including textiles, gems, and shrimp. This move, effective from August 27, 2025, was a response to India's continued purchases of Russian oil, which the U.S. viewed as a violation of sanctions. The tariffs have significantly impacted India's export sectors, leading to a decline in shipments to the U.S.



Fed Cuts Interest Rates in September Amid Labor Market Concerns

The Federal Reserve reduced the federal funds rate by 0.25 percentage points, bringing the target range to 4.00%–4.25%. This decision marks the first rate cut since December 2024 and reflects growing concerns about a weakening labour market, despite inflation remaining slightly above the Fed's 2% target.

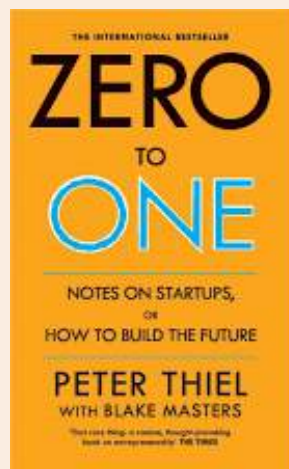


BOOK REVIEW



ZERO TO ONE

Note on startups or how to build the future BY PETER THIEL



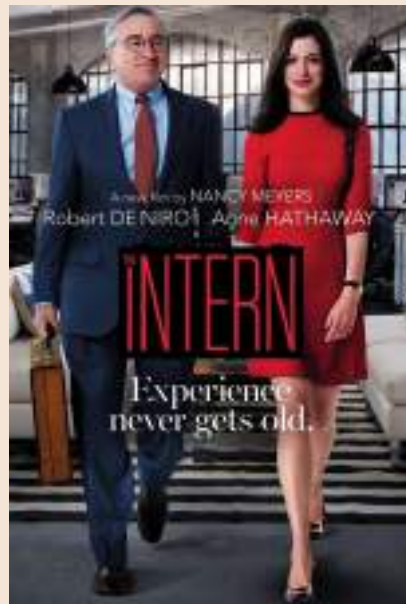
Zero to One: Notes on Startups, or How to Build the Future is a 2014 book by entrepreneur and venture capitalist Peter Thiel with co-author Blake Masters. Based on a popular course Thiel taught at Stanford University in 2012, the book offers a contrarian and highly influential perspective on innovation, startups, and how to create valuable companies. The core theme is that true innovation comes from doing something new ("zero to one"), not copying what already exists ("one to n").

True innovation comes from creating something entirely new ("zero to one"), rather than copying or incrementally improving existing products ("one to n"). To achieve this, entrepreneurs must embrace contrarian thinking, discover "secrets" that few people believe, and avoid direct competition by aiming for a creative monopoly in a small, niche market. Thiel emphasizes that sustainable success relies on a clear long-term vision, proprietary technology that is at least 10 times better than competitors', strong network effects, and robust sales and distribution strategies. The book urges founders to take bold risks, plan carefully, and build a strong, cohesive team to create lasting value.

The conclusion of Zero to One is a powerful call to action for entrepreneurs and innovators to reject complacency and actively create a better future. Thiel emphasizes that progress isn't inevitable and that blindly copying existing models ("1 to n") will only lead to stagnation and commoditization. Instead, he urges readers to engage in "zero to one" thinking—to use a definite and optimistic vision to build groundbreaking companies based on uncovering unique "secrets". The ultimate message is that founders have the power to create a positive, different future, not by following outdated startup rules, but by thinking for themselves and building valuable, lasting enterprises.

MOVIE REVIEW

THE INTERN (2015)



The Intern is a 2015 feel-good film with the cast absolutely at its best. The film revolves around Jules Ostin (Anne Hathaway) who is the CEO of a fashion e-commerce start-up and 70 year old Ben Whittaker (Robert De Niro) a retired executive and bored with his retired life. Jules is portrayed as a hard-working, frenzied woman who is also driven and cares for her company abundantly. She takes on customer service calls just to understand what her clients are going through; she visits the packing factories to show them how to pack and ship boxes. All of this shows that she cares about her company and delivers the best for the clients. But she is also struggling to keep it together. Ben, on the other hand, was feeling lost post-retirement and applies for a job titled "Senior intern". That's when he meets his boss, Jules, who ignores him and his efforts in the beginning. But soon she warms up to him which proves to be a great turning point for her as well as her career.

Midway the film, we discover about the challenges that Jules is facing, both professionally and personally. The investor group asks her to hire a new CEO as she has a lot on her plate and she cannot juggle between home and work. At home, she is unable to look after her daughter and her marriage is falling apart. Ben proves to be a guiding light for her here. He urges her to rethink about her decision as she has been so passionate about her company. Finally, she changes her mind and balances both the roles.

"The Intern" shows and promotes that women are skilled and have the potential to take on the roles of a CEO as well as a homemaker with equal proficiency. It calls for all the women leaders to inspire and motivate others to find a balance and juggle between work and home. It also shows the importance of a guide that can help you navigate through your tough times. The ending draws a perfect analogy to slow down, take a breath, and lean into living.





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

VARANASI

 **DEYANANDA SAGAR UNIVERSITY**

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 conference2025@dsu.edu.in

 dsu.edu.in

886P- 804 320 3033 (Toll free 7/24)



SCAN FOR MORE DETAILS



SCHOOL OF DISTANCE EDUCATION

FIVE-DAY WORKSHOP ON ADVANCED RESEARCH METHODOLOGY

(Hybrid Mode)



**DR. HEMANTH KUMAR
BHAT**



**DR. SARFRAZ
ALI KHAN**



**DR. SUBHDEEP
MAHAPATRA**



DR. NISHA DOYAL



**DR. ANIKET
CHAKRAVERTY**

TOPICS COVERED:

- Day 1: Generating research idea, problem identification and title selection.
- Day 2: Literature review using AI tools.
- Day 3: Data collection and compilation.
- Day 4: Data analysis and interpretation.
- Day 5: Presenting findings and Report writing

Convenor:
Dr. Abhigya Chakraborty

Co-Convenor:
Dr. Abhigya Banerjee Das

Organizing committee:
Dr. M M Bagal
Dr. Sanjivani
Dr. Nisha Goyal



Prof. A. Nagaraj Subbarao Ph.D.
(Dean/Professor of Strategy & Leadership)

Registration Link: <https://online.sdsu.ac.in/virtual-regist>

Joining ID: 101100000400100000

DATE: OCTOBER 9-13, 2023

LOCATION: ONLINE

ENROLLMENT DATE:

Dayananda Sagar University | Campus 3 | Kudla Gate

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



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



YOUNG MANAGER!

THE OFFICIAL NEWSLETTER OF SCMS

SEPTEMBER 2025



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Dean - MBA: 080 4909 2931

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